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NEWSPAPER

JANUARY 20, 1992

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late news

Hyundai strike prompts closure

SEOUL — Hyundai Motor Co., Korea's biggest producer, closed its main assembly complex in Ulsan late last week after 28,000 unionized workers struck in a dispute over year-end bonuses.

Hyundai said the shutdown would cost it 3,700 vehicles and $32 million a day in lost production. The company, which typically exports 25,000 vehicles a month, said it has not shipped a single vehicle in January.

The dispute began Dec. 17 when the company's union demanded special year-end bonuses. Since then, union members have rejected overtime and slowed their work, effectively crippling production.

The government has labelled the strike illegal.

— *Oles Godacz*

GM approves China venture

BEIJING, China — General Motors announced here last week that it has agreed to set up a joint venture to produce its compact pickup trucks in China.

The venture, with Jinbei Automotive Co., was reported in *Automotive News* in November.

Under the plan, GM will have a 30 percent equity stake in a partnership to produce as many as 50,000 light trucks a year by 1998.

The plant is expected to have cumulative project costs of about $100 million through the 1990s, although GM will invest about $10 million in immediate start-up capital.

The venture, which is expected to start production around July, could produce as many as 1,000 trucks this

see LATE NEWS, 2

Chrysler speeds deliveries

Program designed to cut dealers' floorplan expense

MARY CONNELLY
Staff Reporter

Chrysler Corp. expects to reduce dealership floorplanning costs substantially by cutting its vehicle delivery time in half within two months. Dealers will save money because they will have to stock fewer vehicles.

It now takes domestic manufacturers an average of 70 days to deliver a vehicle after a dealer places an order, Chrysler said.

But Chrysler expects to achieve a 35-day delivery target within two months and a 20-day target within a year, said Theodor Cunningham, Chrysler executive vice president of sales and marketing, who addressed the Automotive News World Congress last week.

In addition to cutting floorplanning costs, the reduction in delivery time means dealers will need less space for inventory, he said. And customer orders will be filled quicker.

"Reducing the dealer ordering cycle will enable our dealers to respond to the dynamics of their local market with greater agility," Cunningham said. "It also makes the prospect of custom ordering much more attractive to customers.

"By shortening order time, we will reduce the company's costs and the dealers' costs tremendously," Cunningham said.

The reduced delivery cycle will give Chrysler

see DELIVERY, 35

JOE WILSSENS/AUTOMOTIVE NEWS

Keynote speakers Robert Stempel, left, and Stanley Gault flank Automotive News Publisher Keith Crain as World Congress opens. Phone books helped one participant watch a crowded session.

World Congress in focus

Japan trade situation makes it lively, timely

From the keynote address Sunday through the final speech Tuesday evening, faculty members of last week's Automotive News World Congress repeatedly referred to the automotive trade imbalance with Japan.

General Motors Chairman Robert Stempel, just back from his trip with President Bush to the Far East, said, "The conversation started with how much more we would be willing to give away here in the U.S."

Tuesday evening, Gerald Hirshberg, Nissan's U.S. design chief, said exchange between cultures makes designers — and others — thrive. But turning foreign competition into "the enemy" snuffs out that possibility.

Many of the 23 other industry experts who addressed the World Congress also referred to the Tokyo summit and Japan's competitiveness in the United States.

Other topics included the environment, new technology and the global industry.

Stories on the speeches appear on Pages 19-24 and 36

Price of new Jeep to match Explorer

MARY CONNELLY
Staff Reporter

Jeep dealers have wrung from Chrysler Corp. the promise that the price of the 1993 Grand Cherokee will be nearly identical to that of its chief rival, the Ford Explorer.

Chrysler apparently has bowed to dealer pricing demands even though the Grand Cherokee is equipped with a driver-side air bag and four-wheel anti-lock brakes as standard. The Explorer has no air bag; it has standard rear-wheel ABS.

The Jeep-Eagle National Dealer Council has argued that pricing parity is critical to the Grand Cherokee's success and that customers would balk at stickers higher than the Explorer.

Chrysler preferred that the Grand Cherokee's price reflect the

see JEEP, 35

Japanese in no hurry to meet with Big 3 again

RICHARD JOHNSON
Staff Reporter

TOKYO — American auto executives are anxious to meet again with their Japanese counterparts.

But the Japanese executives say they see no reason to go to Detroit soon.

Honda Motor Co. President Nobuhiko Kawamoto last week said he hasn't been invited to go to Detroit. He also said February was too soon.

"There are no solutions yet," he said, but added that he supports the idea of more frequent face-to-face meetings.

A Japanese car company official said his and other Japanese automakers have little to offer for now beyond what they put on the table when the chairmen of the U.S. Big 3 visited Tokyo earlier this month with President Bush.

The Americans want to meet.

General Motors Chairman Robert Stempel said on Jan. 10: "We're planning on (a follow-up meeting). We don't have a date yet. It will be sooner rather than later — February or March. But I prefer February rather than March."

Ford Motor Co. spokesman Al Chambers said no formal invitation has been extended to Japanese automakers.

Saying that Japanese buyers find the Previa too big, Toyota launched two smaller versions of the minivan, named Emina and Lucida. Story on Page 6.

Ford Chairman Harold Poling and Stempel "discussed it and said the sooner the better because they're looking for meaningful, measurable results in 1992," Chambers said But he said the proposed meeting may not take place even as soon as March.

One Japanese car company official last week hinted broadly that discussions could resume next month in the United States.

The executive said a meeting could be held as early as Feb. 8 or 9, but most other executives suggested that no meeting could be held that soon.

Meanwhile, there was plenty of rumbling among Japanese auto

see SUMMIT, 36

GM cutting link with Daewoo

PHIL FRAME
and OLES GADACZ
Automotive News

After months of dodging questions and trying to quash rumors of an imminent divorce, General Motors confirmed Friday that it and Korea's Daewoo Group are negotiating the sale of GM's 50 percent stake in Daewoo Motor Co.

"We're discussing the possibility of them buying us out," said John Pekarek, spokesman for GM's international operations. "We are currently talking. We're negotiating an acceptable price and terms."

The venture was formed in 1984, when GM and Daewoo each agreed to put up $100 million for a plant to pro-

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Automotive News

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The Salsa is being studied for production. PAGE 6

GM PRICES RISE IN PA.
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Navistar remains No. 1 in Class 8 sales. PAGE 16

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corrections

■ A Jan. 13 article implied that the Mercury Marine Division of Brunswick was no longer a licensee of Orbital Engine Corp. Ltd. In fact, Mercury Marine still is an Orbital licensee with separate teams working on Chrysler Corp. and Orbital technology two-stroke engines.

■ A Jan. 13 item should have said that the Saab 9000 Turbo Griffin Edition was introduced by Saab Cars USA Inc., not Saab-Scania of America Inc.

■ A Dec. 30 article on General Motors' Ultralite concept car incorrectly said airplane designer Burt Rutan flew the Voyager airplane around the world without a refueling stop. It was his brother Dick Rutan and Jeanna Yeager who circumnavigated the globe in the high-efficiency aircraft.

HANS G. LEHMANN/HIDDEN IMAGE

New Camaro breaks cover

Undisguised prototypes of the F-car replacement for the Chevrolet Camaro have been spotted undergoing testing. Scheduled for introduction midway through the 1993 model year, the new car is expected to pack the 5.7-liter LT-1 V-8 introduced in the 1992 Corvette.

latenews

CONTINUED *from* PAGE 1

year. The venture will assemble from imported kits at first, but will aim toward a local-content of 30 percent to 40 percent within five years, GM said.

GM's partner produced about 20,000 light trucks last year.

Porsche income off 70 percent

STUTTGART, Germany — Porsche AG has reported a 70 percent decline in fiscal 1990-91 earnings. Worldwide group net income, for the year ended July 31, fell to $10.7 million (17.1 million deutsche marks) from $35.6 million a year earlier. Sales fell 1.2 percent to $1.9 billion.

Arno Bohn, chairman of the luxury sports-car maker, forecast sales would drop to 25,000 units from 26,485 in the last fiscal year, primarily because of poor sales in the United States. He expects markets in Germany and Japan to remain stable.

Earnings may not improve substantially until fiscal 1993-94, Bohn said, but he insisted that Porsche could withstand the declines and would not sell stakes in the company.

Bohn refused to confirm speculation that Porsche is developing a lower-priced sports car with Mercedes-Benz, but he said, "We are always cooperating and working with many suppliers and competitors. That is the wave of the future," he said.

— Diana T. Kurylko

Pontiac, Nissan target Camry

Pontiac is joining the growing trend toward comparative automotive advertising with a new campaign pitting its redesigned Grand Am against Toyota Camry and Honda Accord.

Auto marketers say the ongoing industry sales slump is a prime cause of the increase in comparative advertising.

The Pontiac campaign, breaking today, claims the Grand Am has a more powerful engine and better fuel economy than a Camry or an Accord, plus standard anti-lock brakes, and that the price is several thousand dollars less.

Nissan Motor Corp. in U.S.A. also is slamming the Camry in a humorous print ad for the Nissan Stanza.

Accompanying the photo of a man with electrified hair is the headline, "We can see by your face that you've priced the new Camry."

Oldsmobile is running a West Coast campaign comparing its new Achieva directly to the Accord and Camry.

— Crain News Service

A 'flat' year for Peugeot

PARIS — Earnings at France's Peugeot SA Group, which produces the Peugeot and Citroen marques, declined in 1991 and sales were flat, Chairman Jacques Calvet said last week.

But Calvet, speaking at a press conference here, declined to give numbers.

Group production fell to 1.23 million vehicles from 1.41 million in 1990, he said. Sixty-two percent of total output was exported.

The company also announced a plan to cut vehicle development time from the current five years to four years by January 1994 and to three years by 1999.

XT6 recalled for steering bug

CHERRY HILL, N.J. — Subaru of America is recalling about 13,000 XT6 coupes equipped with an electronically controlled motorized power-steering system.

The models affected were produced from June 1987 through September 1990. In these vehicles, the electronically controlled motorized power-steering system may malfunction, resulting in an intermittent loss of power-steering assist. When the system fails, power assist is lost but steering control is maintained with increased effort.

Rolls, Bentley raise prices

Prices of Rolls-Royce and Bentley sedans have been increased 4 percent for the 1992 model year, and convertibles have gone up 7.5 percent.

In the rarefied realm of Rolls, it means that the sedans have risen $5,800 to $7,300 and the ragtops have jumped $17,000. Rolls sedans start at $157,800 for the Silver Spirit II; Bentley's price leader is the Mulsanne S at $149,900. The base Bentley sedan, $123,500 last year, is not offered for 1992.

The Bentley Continental convertible is $242,900, and the Rolls Corniche IV soft top is $243,700.

New to the Rolls lineup is the Silver Spur II Touring Limousine. Its $310,000 sticker is the highest of any motor car sold in the United States. It is labeled a 1993 model. Bentley has two newcomers, the Turbo R long-wheelbase sedan at $204,200 and the Continental R coupe at $261,800. The coupe is a 1993 model.

ADP acquires computer firm

CHICAGO — Automated Data Processing Inc. has acquired Autonom Computer Beteiligungs GmbH, headquartered near Dusseldorf, Germany, for an undisclosed amount.

Autonom is one of the leading independent auto dealership computing services companies in Germany, serving over 1,000 dealerships. ADP Dealer Services is a leading supplier of computing services to automobile, truck and heavy equipment dealerships in the United States and Canada.

"ADP's entrance in the European dealership computing marketplace is very timely due to the economic unification of Europe and the development of a shared market structure and currency," said Gary Butler, president of ADP's Dealer Services Division.

Amati moves into new home

IRVINE, Calif. — Amati, the luxury division of Mazda Motor of America Inc., has moved to its new headquarters.

The building, near Mazda's headquarters in Irvine, also houses the offices of Amati's Western region. The Eastern region is based in Bridgewater, N.J. Amati's Irvine headquarters also will include a model of an Amati dealership.

The division is scheduled to begin selling two luxury sedans in 1994.

briefly

Iacocca wine outsells cars

Contrary to reports that **Chrysler** Chairman Lee Iacocca says it is impossible to sell to the Japanese, he *has* had success. Iacocca sold 6,000 units in Japan last year . . . of wine. Only 1,491 Chrysler vehicles were sold there. Customers include local department stores, hotels, restaurants, and lately, the Ministry of International Trade and Industry. MITI held a staff party after the Big 3 chairmen left town, to thank employees for their hard work during President Bush's visit, and celebrated with about 10 bottles of Iacocca wine.

SALES SPOOK — **Chevrolet** officials expressed amusement at **Ford's** ability to come up with 34,000 full-sized pickup sales in the last 10 days of December to claim the "best-selling" title for that vehicle line. "We decided internally that they introduced a new truck model, called the Phantom," to get that last-minute surge, said Jeff Hurlbert, general marketing manager. Chevrolet feels that when actual registrations come out in two months, they'll get the title of full-sized pickup leader.

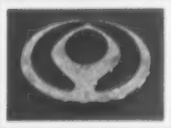
OUTSPOKEN PRIORITIES — Here's a lesson in political correctness for Detroit. Texas Sen. Lloyd Bentsen, who is heading Democratic efforts to boost the economy, has slated a Thursday hearing to review President Bush's trade mission to Japan. First on the list of invited witnesses is Lee Iacocca, the loudest critic of Japan's trade practices. If Iacocca can't make it, Bentsen's Finance Committee plans to invite **Ford** chief Harold Poling, who has endorsed the Democrats' plan to require Japan to reduce its trade surplus. And if Poling can't come, **General Motors** Chairman Robert Stempel, who has been the most moderate in his views, will get the nod.

MODIFIED MONIKER — The pending arrival next fall of the Defender sport-utility has prompted **Range Rover of North America** to study changing its own name. So far, the Range Rover banner has suited the five-year-old firm fine because it has sold only one product, the Range Rover. The likely new name: Land Rover of North America.

$ CLASS — The car that's as expensive a house? Traditionally, a **Rolls-Royce** or **Bentley.** But now the **Mercedes-Benz** S class has the 600SEL sedan ($127,800), and the new 600SEC coupe, which will probably cost more. Competition for the big Brits? Howard Mosher, president of Rolls-Royce Motor Cars, sees it the other way: The German company has "perhaps given Mercedes buyers a reason to look at a Bentley." (Lowest price: $149,900.)

FANNING THE FIRE — **Mazda** got by without a hood ornament for years, but when it introduced the new 929 and MX-3 last year, it also launched an emblem: stylized wings around a stylized flame, symbolizing the ancient god named Mazda. After just six months, it has been revised. The new RX-7, 626 and MX-6 have the same wings, but the flame within is much rounder. Turns out some folks thought the diamond part looked like **Renault's** symbol. "This is more creative," said a Mazda spokesman.

Old: Renault-ish



New: More creative

Ford, GM gain share in Europe

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — The European subsidiaries of Ford Motor Co. and General Motors managed slight sales increases last year in a 17-nation market that rose only 0.24 percent from 1990, to 13.46 million units.

According to industry estimates, Ford of Europe outperformed General Motors Europe by ending 1991 with a record 1.61 million sales, up 3.3 percent or 52,000 units from 1990. GM also finished with record sales of 1.58 million units, up 19,600 units or 1.2 percent from 1990.

But Ford's bigger volume gain amid a weak market increase was enough for it to displace GM as the fourth-biggest seller in Europe. Ford's share of market rose three-tenths of a percentage point, to 12 percent, while GM rose one-tenth of a point, to 11.7 percent.

Ford's results include sales of its wholly owned Jaguar unit, and U.S.-built imports. GM's results include sales of its Opel and Vauxhall units, and imports. If GM's 50-percent-owned Saab unit and 60-percent-owned IBC Vehicles Ltd. unit are included, its 1991 market share would have been 12.2 percent.

Porsche earnings fall 55 percent ➤ 36

GENERAL MOTORS

The small rise in Opel/Vauxhall brand sales may be the only silver lining in an otherwise dismal year for the U.S. parent.

Financial results have not yet been released, but analysts expect GM's European earnings to approach 1990 levels of $1.91 billion and sales to topple last year's $23.9 billion. GM Europe had a profit margin of 8 percent last year.

Robert Eaton, president of GM Europe, said Opel/Vauxhall sales reached an "all-time high" despite the model changeover of its bread-and-butter car, the Kadett, to the Astra. The all-new Astra went on sale in October.

"The new Astra is off to a strong start throughout Europe," Eaton said.

"Demand is still exceeding production capacity,' he said, "but this should be alleviated when our new plants in Hungary and Germany — which come on stream this year — are able to operate at full capacity in 1993."

GM said it sold 583,000 Kadetts and Astras last year, which was not enough for the model to hang on to the second-best seller ranking for Europe.

Those bragging rights went to the Ford Escort/Orion on sales of about 620,000 cars.

The Ford Fiesta also beat Kadett/Astra, ending the year with sales of 615,000 units. The Volkswagen Golf again was the runaway European leader, with sales of nearly 800,000 units.

GM said its German-based Adam Opel AG division showed a sales increase of 15 percent, to $17 billion, despite a production drop of 5 percent due to the Kadett launch.

Louis Hughes, Opel's chairman, said unit sales of the brand grew 26.2 percent in 1991, to 719,000 cars, while share in Germany, its largest market, grew to 17.2 percent.

Hughes said the German market grew 28 percent because of demand from the reunified eastern states, where Opel was the No. 1 seller with 17.9 percent market share. Opel sold 130,000 cars in eastern Germany last year.

Hughes predicted that German sales would decline 17 percent this year, to 3.5 million units. Several analysts have forecast slightly steeper drops.

Hughes warned that the current success Opel is experiencing in Europe "should not lead us into a false sense of security."

With the impending threat of less restrained Japanese competition, "a revolution is required in the European auto industry," he said.

FORD OF EUROPE

Despite Jaguar's blight-stricken numbers and a continuing recession in its home market in Britain, Ford ended the year virtually tied for third-place market share with France's PSA Group, maker of Peugeots and Citroens.

Ford said European sales of its Jaguar unit slid 35 percent from a year earlier, to 12,200 units, amid a steep downturn in the luxury segment. But sales of U.S.-made Fords, led by the Probe, surged to 7,200 units from 1,200 the year before, the company said.

Ford said its sales in Britain slid 24 percent, to 391,750 units, yielding a market share of 24.5 percent, off 1 point from 1990.

L. Lindsey Halstead, chairman of Ford of Europe, said he was optimistic that the introduction of new products and a 16-valve engine this year will increase Ford sales in 1992.

But Halstead said he expects the European car market to fall to 12.8 million units.

Ford said its sales in Germany surged 31 percent from a year earlier, to about 430,500 units, as market share increased to 10.3 percent. It marked the first time in recent memory that Ford's German sales outpaced sales in Britain.

"The German market has increased its significance not only in Europe but within Ford of Europe," said John Hardiman, chairman of Ford-Werke AG, the German unit.

Ford said it achieved a record market share in France last year of 8.7 percent, while share in Italy, where the company waged an aggressive price war with Fiat, jumped to 11.3 percent.

Hardiman said Ford is launching a "product offensive" this year, and its major improvement will be a new generation engine for the Fiesta and Escort/Orion.

Pace slows on Mexico trade deal

Auto content rules a sticking point

LINDSAY CHAPPELL
Staff Reporter

Election-year politics and disagreements among automakers are slowing the drive for a North American free-trade treaty.

Automotive firms operating in Mexico, Canada and the United States are at odds over how to word a treaty that would stretch the existing U.S.-Canada free-trade zone to Mexico.

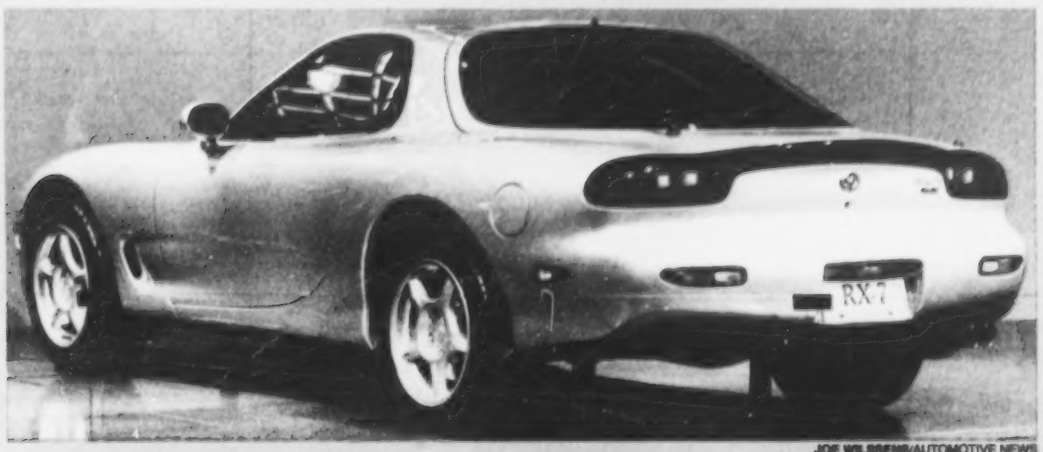
Consequently, the effort to dismantle trade and investment barriers between Mexico and its northern neighbors is lagging behind expectations. An agreement probably will not be reached as fast as previously expected, said U.S. government sources.

Last month, the Bush administration and Mexican President Carlos Salinas de Gortari reaffirmed their commitment to a free-trade treaty and asked negotiators to complete a preliminary negotiating text by the end of January.

Both presidents have called for a free-trade treaty by the end of this year, and Congress has given President Bush "fast-track" authority to push through an agreement without amendments.

Automotive trade has become one of the thorniest issues. "The

see TRADE, 33



JOE WILSSENS/AUTOMOTIVE NEWS

The rear view of the new Mazda RX-7 is highlighted by a full-width taillight assembly.

Mazda MX-3 coupe

Mazda MX-6 coupe

Mazda 929 luxury sedan

MAZDA'S HINDSIGHT

Lingerie models were among designers' inspiration for new cars

WILLIAM R. DIEM
Assistant Managing Editor

The five new Mazda models introduced in the past year share a single design philosophy.

The cars are the 929 and 626 sedans and the MX-3, MX-6 and RX-7 coupes. The philosophy is a good rear end.

Mazda's top U.S. designer, Tom Matano, and his boss in Japan, Shigenori Fukuda, general manager of the design division, decided several years ago to put their emphasis on achieving a terrific rear three-quarter view of the upcoming generation of its cars.

Matano explains why:

"When you ask American men what is sexy, they talk about the curve of hip and thigh and leg. They might like breasts, sure, but sexiness is in the hips. They like the rear three-quarter view.

"I like to take the new designers to a restaurant where they have a lingerie show, models walking around all the time during lunch, and I ask them to remember how the light falls on the curves of the body.

"If I sent them a pile of documents, they wouldn't even read them. This way they remember.

"Then I take them out on the freeway, and we watch the cars go by, and I ask them, what is the view you see most of other cars? The three-quarter rear.

"Japanese designers like the face; they spend all of their energy on the front view. But Fukuda and I decided several years ago that we would go for the rear three-quarter view." Matano said he has not researched to the same degree what American women find sexy in men. "Shoulders maybe? Chest?"

Sales slide 6.7 percent to start '92

JIM HENRY
Staff Reporter

NEW YORK — Auto dealers and executives forgot to knock on wood last year when they looked at January's first sales numbers and said, "It can't get any worse than this."

It did.

New car and light-truck sales declined 6.7 percent from New Year's Day to Jan. 10. And that's compared to a year-ago period when sales fell 30 percent, just before the Persian Gulf war.

Cars accounted for this year's falloff, with a drop of 11.1 percent. Truck sales rose slightly.

Because of this year's soft sales, the industry's stock of cars and light trucks remained plentiful despite longer holidays at many plants. There was a 76-day supply as of Jan. 1.

Pickups were an exception, after Ford and Chevrolet stripped the shelves in a year-end battle for 1991 sales leadership. Ford's pickup stocks fell to 37 days on Jan. 1, from 78 a month earlier. The supply of Chevy pickups dipped from 100 days to 66.

For the first 10 days of January, light-truck sales managed a small improvement of 1.1 percent to 81,938 units.

But truck sales were so bad as the war began last year that some analysts worried that fear of a gas shortage was depressing them. The gas shortage never happened, gas prices went back to normal and 1991 light-truck sales wound

see SALES, 34

Luxury imports slump as stickers rise

JIM HENRY
Staff Reporter

NEW YORK — High-priced luxury cars were a hard sell in 1991, pummeled by a new luxury tax, the Gulf War, down-in-the-dumps consumer confidence and a sense that conspicuous consumption is out.

The general rule on imports was: the higher the price, the more sales fell.

At the higher end, for instance, Rolls-Royce and Bentley together sold about 450 cars in the United States, down about 60 percent for the year.

Rolls-Royce even paid the luxury tax — which can exceed $16,000 on a Corniche convertible — for a while, but sales still plunged.

The varied impact of the tax, which added 10 percent on the amount of a car's price over $30,000, can be seen at BMW of North America Inc. Last year's sales of the entry-level 3 series were down only 181 units, helped by an all-new 325i introduced last June at $27,990.

But the mid-level 5 series, which topped out at $42,600 for the 1991 535i, fell 26.1 percent. The 7 series, capped at $74,000 for the 1991 750iL, sank 47.3 percent.

The pattern was echoed at rival Mercedes-Benz of North America Inc. Mercedes sales were off 24.9 percent for the year, but the entry-level 190 class, starting at $28,350 for 1991, slipped only 2.8 percent.

Sales of the mid-range 300 class ($41,400-$58,500 for 199) dropped 31.6 percent, and the flagship S class ($57,800-$82,900 for 1991) was off 30.1 percent, even though an all-new S class was introduced last fall.

At Lexus, the top-of-the-line LS400 lost sales, even as the brand was improving. Lexus sales were up 12.1 percent, as Lexus introduced the ES300 sedan and the SC300 and SC400 coupes. But the $42,200 LS400 declined 13.7 percent.

Infiniti sales shot up 45.6 percent, but nearly 40 percent of that total was accounted for by the new-for-1991 G20, an $18,300 entry-level model. The top Infiniti model, the $42,000 Q45, rose 17.7 percent, going against its short inaugural year.

December totals looked particularly gloomy for high-end models, but the comparison was compounded by a beat-the-tax rush in December 1990. In that year-ago month, BMW and Mercedes-Benz both posted near-record sales. Rolls-Royce had its best month ever with sales of 254 cars.

Mercedes will push product, not image

RAYMOND SERAFIN
Crain News Service

Mercedes-Benz of North America will put more emphasis on product and less on image, no matter which of four agencies wins the account now in review, according to Erich Krampe, president and chief executive officer of the German luxury car importer.

Krampe, interviewed at the North American International Auto Show in Detroit, also said Mercedes will likely shift funds out of network advertising into regional efforts, and said the company has no interest in running comparative advertising.

Mercedes is planning a decision in late February on the account, estimated at $100 million including national and regional advertising, dealer marketing support, direct marketing and other promotional work.

Incumbent McCaffrey & McCall, New York, which has held the account for 12 years, has an "equal chance" in the review, Krampe said. The other finalists are Ally & Gargano of New York; Scali, McCabe, Sloves of New York; and the Dallas-based Richards Group.

"The reason (for the review) was not that we were dissatisfied with McCaffrey & McCall," Krampe said. "The reason was that, step by step, we are reviewing everything with the company.

"And advertising is an enormous part, the biggest part next to personnel. So after 12 years, I think it's the normal thing to do."

The agency review means Krampe will help establish Mercedes' future U.S. marketing direction before joining German parent company Daimler-Benz AG as deputy member of the management board, in charge of worldwide passenger car sales and marketing. Michael N. Bassermann, president of Mercedes-Benz Japan, will succeed Krampe next July.

Mercedes' U.S. sales peaked at 99,300 cars in 1986, coinciding with a strong economy and a widespread social acceptance of conspicuous consumption. Beset in 1991 by the faltering economy, a new luxury tax and increased Japanese luxury-car competition, the company's U.S. sales dipped to 58,868 cars, a 24.9 percent falloff from 1990.

Krampe said it was clear that marketing strategies that succeeded in the 1980s were not necessarily the best way to reach today's more prudent buyers.

Krampe: "These days you have to . . . sit down with the customer."

"In the past you could say, 'OK, the image will automatically get you sales.' These days you have to basically sit down with the customer and explain what you have to offer. And that is a different ballgame," Krampe said.

"Perhaps we were too much image-oriented in the past, and we neglected certain things.

"Take the issue of safety. I think we can claim that we are one of the pioneers in safety but for a long time we didn't bother to mention it in our advertising," Krampe said. "We will come back to the basics and talk about what our products can offer."

Mercedes won't join the growing trend of auto marketers who bash their competition. "We are not going that route. We respect our competition — they have their merits; we have our merits," Krampe said.

The agency review follows a major decentralization begun in 1990 with four new regional offices. Regional marketing executives, who are taking part in the agency review, control about 30 percent of the total ad budget.

Krampe indicated the trend to regionalizing Mercedes' advertising will continue.

"We have to economize, which doesn't mean cutting, but more shifting (of funds) to where you have the best chance to reach the customer. This could lead to more regional television and less national," he said.

Mercedes spent just over $30 million on network TV advertising in 1990, the last full year for which figures are available from the Television Bureau of Advertising.

IMPORTED CAR SALES, DECEMBER & YTD

	Dec. 1991	Dec. 1990	12 Mos., 1991	12 Mos., 1990
Integra	4,342	4,508	64,755	83,598
Legend	4,579	5,167	65,689	53,666
NSX	104	288	1,940	1,119
Vigor	1,061	0	11,324	0
ACURA	**10,086**	**9,963**	**143,708**	**138,384**
Milano	1	0	6	45
Spider	61	96	1,317	1,888
164	120	211	2,155	1,549
ALFA ROMEO	**182**	**307**	**3,478**	**3,482**
ASTON MARTIN*	**5**	**5**	**60**	**60**
4000	0	0	0	1
5000	0	0	0	12
80	193	230	1,965	4,402
90	110	210	1,136	3,374
V8 Quattro	32	224	527	1,930
Coupe Quattro	51	48	364	848
100/200	500	439	7,166	8,670
100/200 Quattro	193	198	1,125	1,860
AUDI	**1,169**	**1,349**	**12,283**	**21,106**
3 series	3,153	2,244	28,618	28,799
5 series	1,508	2,899	16,655	22,523
635 CSi	3	8	12	252
7 series	563	1,229	5,508	10,460
850i	267	301	1,711	305
M3	27	56	384	784
M5	18	124	455	516
M6	0	1	0	7
BMW	**5,539**	**6,862**	**53,343**	**63,846**
Geo Storm	4,909	4,237	77,186	86,257
Geo Metro (Import)	1,958	1,098	13,882	42,468
Geo Metro (Domestic)	*7,581*	*8,863*	*76,491*	*52,409*
CHEVROLET/GEO	**6,867**	**5,335**	**91,068**	**128,745**
Colt	1,236	2,507	27,280	39,602
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,245	1,144	18,352	3,302
Summit (Import)	817	748	9,931	12,735
Summit (Domestic)	*440*	*479*	*8,280*	*1,037*
Vista	571	526	8,884	5,430
TC	0	157	1,077	3,298
CHRYSLER MOTORS	**3,869**	**5,082**	**65,524**	**66,738**
DAIHATSU	**429**	**564**	**6,202**	**10,630**
FERRARI*	**80**	**80**	**960**	**960**
FORD Festiva	**3,937**	**2,388**	**42,080**	**52,520**
Civic/CRX (Import)	5,889	4,973	73,681	80,880
Civic (Domestic)	*11,207*	*8,103*	*159,009*	*187,240*
Accord (Import)	5,228	10,504	76,209	133,683
Accord (Domestic)	*19,419*	*13,865*	*323,068*	*276,878*
Prelude	3,289	2,069	27,672	37,814
HONDA	**14,405**	**17,546**	**177,562**	**252,377**
Excel	3,908	7,425	66,376	100,590
Sonata	906	3,092	20,966	29,840
Scoupe	990	2,516	26,421	7,018
Elantra	1,207	0	3,867	0
HYUNDAI*	**7,011**	**13,033**	**117,630**	**137,448**
M30	290	285	6,339	8,086
Q45	982	1,818	14,622	12,428
G20	872	975	13,929	3,446
INFINITI	**2,144**	**3,078**	**34,890**	**23,960**
I-Mark	1	25	99	1,272
Impulse	111	429	3,059	3,327
Stylus	935	208	10,143	1,238
ISUZU	**1,047**	**662**	**13,301**	**5,837**
XJ6	467	1,697	6,638	14,013
XJS	226	507	2,738	4,715
JAGUAR	**693**	**2,204**	**9,376**	**18,728**
LAMBORGHINI*	**13**	**13**	**156**	**156**
ES250/300	3,374	1,787	22,476	20,726
LS400	2,934	4,956	36,955	42,808
SC400/300	2,386	0	11,775	0
LEXUS	**8,694**	**6,743**	**71,206**	**63,534**
LOTUS*	**27**	**27**	**324**	**324**
MASERATI*	**20**	**20**	**240**	**240**
323	1,365	1,632	18,369	22,977
Protege	3,567	3,579	53,474	47,404
626 (Import)	190	767	11,702	20,228
626 (Domestic)	*3,032*	*2,992*	*56,667*	*44,006*
MX-6 (Import)	48	12	1,701	224
MX-6 (Domestic)	*557*	*1,738*	*20,689*	*28,651*
MX-5 Miata	1,210	2,210	31,240	35,944
MX-3	1,847	0	4,667	0
929	1,901	854	16,148	16,535
RX-7	304	410	6,986	9,743
MAZDA	**10,432**	**9,484**	**144,287**	**153,055**
190 class	1,007	1,153	13,750	14,145
300 class	1,664	3,038	18,916	27,636
S class	1,571	3,768	17,972	25,723
SL Coupe/Roadster	478	1,146	7,446	9,430
Tourist	36	53	784	1,441
MERCEDES-BENZ	**4,756**	**9,158**	**58,888**	**78,375**
Tracer	3,253	3,565	45,422	44,170
Capri	1,694	1,018	21,200	31,947
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**4,947**	**4,583**	**66,622**	**45,188**
Starion	0	0	0	18
Diamante	1,914	0	15,595	0
Mirage (Import)	187	2,755	17,739	49,679
Mirage (Domestic)	*1,684*	*198*	*20,218*	*335*
Galant	2,644	2,690	38,742	40,991
Sigma	1	17	150	1,566
Precis	418	101	3,329	4,665
3000GT	901	672	11,777	1,542
Expo LRV	361	0	1,773	0
Expo	597	0	3,074	0
Wagon	1	26	204	1,169
MITSUBISHI	**7,824**	**6,261**	**92,383**	**99,630**
Sentra (Import)	4,296	1,971	33,818	49,479
Sentra (Domestic)	*8,379*	*8,672*	*112,800*	*109,575*
Pulsar	0	7	33	3,839
NX	650	0	8,211	0
Stanza	4,505	3,535	73,475	76,615
Maxima	6,758	7,834	99,026	100,067
240SX/200SX	1,557	3,016	31,004	56,463
300ZX	798	1,663	14,903	22,095
Hawaii	770	186	4,692	3,848
NISSAN	**19,334**	**18,212**	**285,162**	**312,406**
PEUGEOT	**113**	**346**	**3,575**	**4,292**
PONTIAC LeMans	**2,516**	**1,790**	**34,700**	**39,881**
924S/944	0	0	0	180
944	0	0	0	56
944S/Cabriolet	43	141	862	2,347
944 Turbo	0	0	0	471
911 Carrera 2	156	437	2,101	3,650
911 Turbo	23	2	415	10
911 Carrera 4	32	154	748	1,805
928S4/GT	12	67	262	620
PORSCHE	**271**	**801**	**4,388**	**9,129**
ROLLS/BENTLEY*	**22**	**100**	**450**	**1,200**
900	402	335	4,646	4,640
900S	605	362	6,874	6,048
900 Turbo	286	499	4,733	6,667
9000S	346	262	4,392	2,304
9000CD	209	506	3,042	3,651
9000 Turbo	203	182	2,294	2,935
Tourist	33	1	122	152
SAAB	**2,884**	**2,147**	**26,103**	**25,397**
STERLING	**8**	**307**	**2,744**	**4,015**
Legacy (Import)	253	1,327	15,592	44,906
Legacy (Domestic)	*1,888*	*3,592*	*49,345*	*15,818*
Loyale	2,775	3,032	30,552	31,109
XT/XT6	110	112	1,573	1,276
Justy	363	925	6,741	14,363
SVX	248	0	1,513	0
SUBARU	**3,749**	**5,396**	**55,787**	**92,729**
Swift (Import)	307	279	4,846	6,525
Swift (Domestic)	*24*	*0*	*684*	*0*
SUZUKI	**307**	**279**	**4,846**	**6,525**
Corolla (Import)	6,218	9,019	57,471	92,258
Corolla (Domestic)	*11,247*	*10,835*	*141,612*	*135,953*
Paseo	2,653	0	22,838	0
Tercel	8,818	8,823	102,043	90,808
Celica	3,256	5,055	60,187	78,521
Supra	208	355	3,623	6,419
Camry (Import)	7,000	6,568	72,807	72,008
Camry (Domestic)	*15,549*	*17,133*	*191,011*	*212,587*
Cressida	424	1,096	9,547	12,863
MR2	530	930	9,676	14,257
TOYOTA	**29,187**	**31,885**	**338,192**	**367,134**
Cabriolet	190	371	5,401	7,615
Corrado	290	461	4,331	5,692
Jetta	2,026	2,673	38,017	58,314
Golf/GTI	765	820	14,340	17,122
Passat	891	2,413	16,134	18,322
Quantum	0	0	2	38
Scirocco	0	0	0	19
Fox	822	980	13,463	22,640
VOLKSWAGEN	**4,993**	**7,718**	**91,688**	**129,714**
240 series	1,569	2,516	23,999	32,410
700 series	1,230	2,730	29,198	54,616
940 series	939	530	14,032	912
Tourist	37	21	468	954
VOLVO*	**3,775**	**5,960**	**57,697**	**89,894**
YUGO	**348**	**250**	**3,092**	**6,350**
IMPORT TOTAL	**159,906**	**179,898**	**2,103,895**	**2,453,908**

*Estimate * Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Detkowski

trucks

in brief

TRUCKS

GMC ups target for gas trucks

DETROIT — GMC Truck has more than 2,000 orders for the natural gas powered pickups it will begin building in April. GMC may build up to 10,000 in its first year, according to Lewis Campbell, general manager.

Heavy interest from fleets, commercial operators and utility firms led GMC to expand its sales beyond its original 2,000-unit minimum and Texas, California and Colorado markets.

GMC will build natural gas-powered full-sized vans, medium-duty trucks and an expanded range of full-sized pickups. They are dedicated natural gas vehicles, rather than dual-fuel models.

Truck parley on foreign outlook

ENGLEWOOD CLIFFS, N.J. — Four more prominent industry officials joined an international group of speakers addressing Heavy Duty Dialogue '92, the biennial conference of the Heavy Duty Manufacturers Association.

Dialogue '92 will examine the challenges the heavy-truck industry faces in moving toward globalization. It is scheduled to be held in Washington March 23-25.

New speakers include Douglas Christensen, president of TNT Contract Logistics Inc. in Buffalo Grove, Ill.; Dwight Denny, executive vice president and general manager of Ryder Truck Rental Inc. in Miami; Cees van der Burg, president of Burg, Fabriek van Wegtransportmiddelen B.V. in Pijnacker, The Netherlands; and Dr. Takashi Suzuki, executive vice president of Hino Motors Ltd.

Also addressing the meeting are Helmut Werner, deputy chairman of Mercedes-Benz AG and 13 other officials of truck fleet firms, manufacturers and analysts.

Smith addresses dealer convention

McLEAN, Va. — Broadcaster Howark K. Smith will address the American Truck Dealers annual convention slated for April 11-14 in San Francisco.

Other speakers include George Rafferty, chairman of the American Truck Dealers; David J. Hovind, executive vice president of PACCAR Inc.; Henry Schacht, chairman and chief executive officer of Cummins Engine Co.; and Richard Strauss, the National Automobile Dealers Association's 1992 president.

DECEMBER 1991 TRUCK SALES BY GVW

	Dec. 1991	Dec. 1990	12 mos., 1991	12 mos., 1990
Class 1-3	113,330	89,710	1,211,654	1,347,436
Class 4	1,478	1,534	19,667	26,057
Class 6	386	615	5,078	6,444
Class 7	1,241	1,837	18,451	26,465
Class 8	876	1,140	8,479	13,103
FORD	**117,311**	**94,836**	**1,263,329**	**1,419,505**
Class 6	10	0	41	0
Class 7	46	0	210	0
Class 8	1,998	1,600	22,617	23,032
FREIGHTLINER	**2,054**	**1,600**	**22,868**	**23,032**
Class 1-3	86,249	80,016	1,066,541	1,242,902
Class 4	227	63	1,806	103
Class 5	8	14	126	247
Class 6	213	824	2,730	8,944
Class 7	413	459	5,912	7,278
CHEVROLET	**87,110**	**81,376**	**1,077,115**	**1,259,474**
Class 1-3	25,435	24,684	285,424	326,345
Class 4	88	22	999	25
Class 5	55	30	427	1,992
Class 6	648	741	3,740	5,817
Class 7	900	1,120	12,944	14,526
GMC	**27,126**	**26,597**	**303,534**	**348,705**
Class 7	19	15	307	389
Class 8	1,288	1,286	11,752	14,620
KENWORTH	**1,307**	**1,301**	**12,059**	**15,009**
Class 6	52	36	504	1,051
Class 7	70	47	676	1,404
Class 8	993	901	10,480	14,350
MACK	**1,115**	**984**	**11,660**	**16,805**
Class 6	34	44	428	535
Class 7	70	89	901	1,105
MERCEDES-BENZ	**104**	**133**	**1,329**	**1,640**
Class 4	0	6	27	58
Class 5	1	10	26	115
Class 6	517	472	7,623	11,943
Class 7	2,394	2,063	30,050	30,422
Class 8	2,684	2,719	22,824	27,800
NAVISTAR	**5,596**	**5,270**	**60,550**	**70,338**
Class 7	11	19	213	359
Class 8	893	921	9,396	11,970
PETERBILT	**904**	**940**	**9,609**	**12,329**
Class 7	177	112	1,305	829
Class 8	1,490	1,736	12,113	14,767
VOLVO/GM HEAVY	**1,667**	**1,848**	**13,418**	**15,596**
Class 1-3	6	22	192	309
Class 4	20	0	87	0
Class 5	34	36	410	516
Class 6	57	58	546	660
Class 7	87	97	680	943
HINO	**204**	**213**	**1,915**	**2,428**
Class 1-3	79	43	701	661
Class 5	98	46	772	921
Class 6	37	43	550	534
Class 7	35	29	374	493
NISSAN DIESEL	**249**	**161**	**2,397**	**2,609**
Class 1-3	364	647	5,800	6,624
Class 4	123	85	1,243	685
Class 5	85	20	901	375
Class 6	67	65	812	1,824
Class 7	19	24	242	572
ISUZU TRUCK	**658**	**841**	**8,998**	**10,080**
Class 1-3	122	169	1,762	1,852
Class 5	46	52	639	649
Class 6	31	21	393	263
Class 7	26	61	333	559
MITSUBISHI FUSO	**225**	**303**	**3,127**	**3,323**
SCANIA Class 8	**2**	**5**	**50**	**103**
Class 1-3	0	115	908	1,613
Class 4	0	40	297	525
Class 5	0	14	149	240
Class 6	0	17	96	160
IVECO TRUCKS*	**0**	**186**	**1,450**	**2,538**
WESTERN STAR Class 8	**50**	**64**	**606**	**935**
Class 1-3	124,223	120,442	1,573,325	1,648,979
Class 6, 7, 8	18	33	413	679
OTHER TRUCKS	**124,241**	**120,475**	**1,573,738**	**1,649,658**
CLASS 1-3	**349,808**	**315,848**	**4,146,307**	**4,576,721**
CLASS 4	**1,936**	**1,750**	**24,126**	**27,453**
CLASS 5	**327**	**222**	**3,450**	**5,055**
CLASS 6	**2,052**	**2,936**	**22,541**	**38,175**
CLASS 7	**5,506**	**5,972**	**72,598**	**85,344**
CLASS 8	**10,292**	**10,405**	**98,730**	**121,359**
TOTAL TRUCKS	**369,923**	**337,133**	**4,367,752**	**4,854,107**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

Navistar squeaks by Freightliner in Class 8

JOSEPH BOHN
Truck Editor

Navistar International Corp. squeaked out a last-minute win over Freightliner Corp. to retain its No. 1 standing in Class 8 heavy-truck sales during calendar 1991.

The photo finish between the two was 22,824 for Navistar vs. 22,-617 for Freightliner. The latter had pulled ahead of Navistar for 11 months, but fell off its pace a bit in December as a result of a brief strike.

Third place went to VolvoGM Heavy Truck, with 12,113 sales, followed by Kenworth with 11,752, Mack with 10,480, Peterbilt 9,396; and Ford 8,479.

It was a generally bad year for heavy trucks; calendar 1991 sales of 98,730 were off 18.7 percent from a year earlier.

Medium-duty truck sales fared badly as well. The best performance was a 12.1 percent decline for Class 4 sales.

Class 5 sales were off 31.8 percent for the 12-month period, Class 6 was off 40.9 percent, and Class 7 dipped 18 percent.

In the medium-duty segment, though, GMC Truck came in as strongly as Freightliner did in the heavy segment.

GMC's share of the medium-duty conventional market increased to over 33 percent in calendar 1991 from 30 percent a year earlier, according to Ray Rota, GMC general sales manager.

The division is shooting for a 37 percent share in 1992.

"If we get that, we'll be in a strong first place," Rota said. Ford and Navistar are GMC's principal competitors in the medium-duty segment. The three account for about 90 percent of the sales in this market, with imports making up the balance.

In order to achieve its goal, Rota said that GMC plans more sales and service support for the 650 dealers who sell Chevrolet and GMC medium duties. GMC handles marketing of medium trucks for both divisions.

Currently, the same field representatives call on both light- and medium-duty dealers. GMC plans to have representatives dedicated exclusively to medium-duty dealers.

Rota said that one representative for every 25 dealers will be required.

GMC plans to get the 26 dealer representatives it needs by shifting people and reassigning them from administration, for example, into the field.

GM's current cost-cutting efforts rules out the hiring of additional people.

New UD Crew Cab

Nissan Diesel has added a fully enclosed, four-door crew cab option to its UD truck line for utility, construction and rescue markets.

GMC's low-cab-forward delayed by budget cuts

JOSEPH BOHN
Truck Editor

GMC Truck came within a whisker of producing its own medium-duty low-cab-forward to compete with imports in that segment.

Ray Rota, general sales manager for the division, said that General Motors has a low-cab-forward in development that was to be ready for budget in January but has been delayed due to the corporation's forthcoming cutbacks.

"We definitely intend to do it," Rota said. "It's just a matter of when the capital becomes available."

With GM cutting overhead at every level, each division had to make some contributions "and that was our contribution," Rota said.

program, though, which has gone through all necessary corporate channels except for budgeting.

GMC plans to go back for funding approval for the low-cab-forward "as soon as we get an opening," Rota said.

As planned, the new vehicle(s) would be Class 6-7 products, supplementing the Isuzu-built Forward and Tiltmaster trucks that GMC markets through Chevrolet and GMC dealers.

GM needs the low profile models to keep the Janesville, Wis., plant at full capacity. The plant currently produces only medium conventionals.

GMC had its biggest year ever with its W-4, W-5, W-6 and W-7 Tiltmaster and Forward trucks, selling 4,078 units in calendar 1991

Volvo GM plans satellite link up with truck dealers

GREENSBORO, N.C. — A satellite communications system linking all WhiteGMC truck dealers to one network will be put into operation by Volvo GM Heavy Truck Corp. within the next two years.

The WhiteGMC Dealer Communications Network combines satellite and computer technology. It will be the company's primary data communication system with dealers.

General Motors' Electronic Data Systems Corp. will implement and manage the network. It will use its Information Processing Center in Auburn Hills, Mich., WhiteGMC dealers and Volvo GM Heavy Truck.

EDS also provides technical management of GM's Pulsat Network that covers GM's 9,500 dealers.

Each WhiteGMC dealership will be equipped with a small aperture terminal antenna, a multipurpose digital interface unit, and a network controller and other equipment to complete the installation.

Basic network equipment will be installed at dealerships at no cost, according to Ron Hickman, Volvo GM manager of dealer development.

He predicted WhiteGMC dealers will get more reli-

GM, Ford to show 'clean' themes at NADA

DALE JEWETT
Service Editor

General Motors will use the National Automobile Dealers Association convention to launch a marketing and merchandise campaign touting the environmental benefits of service for both dealers and customers.

Ford Motor Co.'s Parts and Service Division will also stress an environmental theme in its display at the dealers' gathering in Dallas Feb. 8-11.

The Ford Rotunda Equipment display will have an array of dealer service equipment designed for environmentally oriented service such as emissions testing, waste oil recycling and reclamation of air conditioning refrigerant.

Ford company representatives will also have information on environmental regulations and legislation.

GM's effort, under the banner of Environmentally Smart Service, is an extension of its "smart cars, smart tools and smart people" philosophy, said Dick Lannen, general director of the Service Technology Group.

In addition to the Service Technology Group, the program involves GM's dealer equipment program, service parts operation and the vehicle marketing divisions, including Saturn.

An important key to the effort is the use of compact discs from the service technology group that contain service specifications, bulletins and diagnostics.

GM is requiring that by this fall all of its dealers in the United States and Canada have equipment capable of reading the discs and using them to service vehicles, including the reprogramming of engine management system computer chips.

A videotape explaining the requirement is being sent to all GM dealers, Lannen said.

The convention will be the setting for the introduction of two new, low-priced computer service systems available to GM dealers through the dealer equipment program:

- The T-5 is a benchtop personal computer that can be connected to GM's hand-held Tech 1 scan tool to service vehicles.
- The T-50 is a roll-around computer system with a printer. The system can connect directly with a vehicle or be used in conjunction with the Tech 1 scan tool.

Both the T-5 and T-50 are manufactured for GM by IBM.

Many GM dealers are already using the compact discs with the Computerized Automotive Maintenance System and the T-15 diagnostic units. More than 5,400 of those units are in dealerships.

The service technology group is also working to supply disc readers for dealerships that use service systems from outside vendors such as Reynolds and Reynolds Co. and ADP Dealer Services Inc.

Currently, only the computer chips in Corvettes and Geo cars can be reprogrammed using the Tech 1 and a plug-in cartridge. For the 1993 model year, about 40 percent of GM cars will have reprogrammable chips, with a goal of 100 percent by the 1996 model year, Lannen said.

Switching to compact discs storing the engine information electronically will save dealers the cost of stocking different computer chips and buying new Tech 1 cartridges at each update, which currently run about $100 each.

Dealers receive an updated disc about 10 times a year, Lannen said.

The NADA convention display will also cover GM's efforts in emissions testing, vehicle maintenance and several recycling programs, including motor oil, air conditioning refrigerant, engine coolant and lead-acid batteries.

And for the first time, the service groups will take the message to the public with a display at the Chicago auto show Feb. 8-16.

Lannen said the separate service display was put together at the request of the Chicago-area GM dealers. Technicians from the dealerships will man the show booth, discussing service and giving free car care advice.

GM will use its Environmentally Smart Service theme in print ads, including this one for two new pieces of service equipment.

in brief
SERVICE

Engine warranty extended by GM

General Motors said it is extending the warranty on 1.6 million 1986 and 1987 model cars with 3.0-liter and 3.8-liter engines to correct a problem with intermittent stalling.

GM said the campaign is not a recall and that not all of the cars equipped with the engines, both of which have been discontinued, will have the problem. Cars involved include Oldsmobile Cutlass Ciera, Cutlass Calais, Toronado, Ninety Eight and Eighty Eight; Buick Century, Skylark, Riviera, Park Avenue and LeSabre; and Pontiac Grand Am and Bonneville.

The problem involves calibration of the mass air flow sensor, crank sensor and engine PROM.

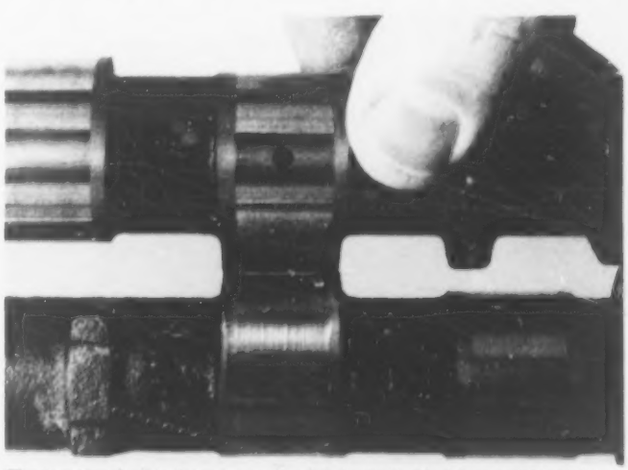
— Phil Frame

Import service market to grow

WYCKOFF, N.J. — The import vehicle service aftermarket will surge 55 percent to $21.9 billion by 1996, according to a report from Lang Marketing Resources Inc.

The service market for import vehicles totaled $10.9 billion in 1991, the report says. New-car dealers took the biggest portion of the business with 30.4 percent, followed by service stations with 14.1 percent and import vehicle repair specialists with 13.8 percent.

Do-it-yourself product purchases for import vehicles



The top camshaft is from an engine lubricated with Advanced Formula Mobil 1. The lower camshaft, from an engine with conventional motor oil, has a groove worn into the lobe surface. Both engines ran for 24 days.

Mobil: New synthetic oil helps cars meet EPA rules

DETROIT — Mobil Corp. is introducing an advanced synthetic motor oil that it says helps new cars keep engine exhaust emission levels within EPA guidelines, even after the equivalent of 15 years of hard driving.

Advanced Formula Mobil 1 replaces the original formula Mobil 1 that was introduced in 1976.

Mobil said that engine parts lubricated with new formula showed virtually no wear after 200,000 miles of operation. Oil and filters were changed at recommended intervals.

"The new formulation gives us improvements not only in wear, but also in cleanliness and high-temperature performance that rep-

synthetic motor oil in the mid-1970s," said William Maxwell, lead engineer of the reformulation team.

The company said the new formula provides increased lubricant stability at the intense temperatures found in compact auto engines, improving engine performance at high speeds.

In standardized industry tests, Mobil said, new Mobil 1 is up to four times more stable in hot-running engines than conventional motor oils.

The new formula also is more fluid in cold temperatures, pouring easily at 55 degrees below zero, the company said.

Advanced Formula Mobil 1 is

Service work trails 1990

Along with new-car sales, parts and service business continued to suffer at the hands of the recession in November.

Repair business in November 1991, as measured by the Automotive News Service Index, was 98 percent the level recorded in November 1990.

For the 11-month period from January to November 1991, repair business was 98.7 percent of the total recorded for the same period in 1990.

The decline in November marked the seventh month in 1991 that parts and service business lagged behind year-ago totals.

For the month, the largest drops were noted in gross profit on all labor and parts and accessory sales, down 3.3 percent, and sales of all parts and accessories, down 3.1 percent. Repair orders written declined 2.6 percent.

Conversely, total labor sales increased 2.4 percent in November 1991 from November 1990.

Year-to-date figures show an increase only in shop parts sales, up 1.3 percent. The largest declines were noted in sales of all parts and accessories, down 1.8 percent, and gross profit on all labor and parts and accessory sales, off 1.3 percent.

Figures used in the Automotive News Service Index are compiled from monthly reports on service and parts business from a cross-section of new-car dealerships.

SERVICE INDEX
98.0*

	Nov. '91 vs Nov. '90	Jan.-Nov. '91 vs Jan.-Nov. '90
Gross Profit on All Labor and P&A Sales	– 3.3%	– 1.3%
Repair Orders Written	– 2.6%	– 0.08%
Total Labor Sales (Customer & Warranty)	+ 2.4%	– 0.4%
Shop Parts Sales (Customer & Warranty)	+ 0.7%	+ 1.3%
Sales of All P&A	– 3.1%	– 1.8%

* Survey by Automotive News shows that dealers' service and parts business in November 1991 was 98.0 percent of business in November 1990. Service business in the first 11 months of 1991 was 98.7 percent of business in the corresponding period in 1990.

Vehicle finder has 95% success rate

LOS ANGELES — LoJack Corp. said that almost 1,100 stolen vehicles equipped with its electronic location system were recovered in calendar year 1991, a 95 percent recovery rate.

Since the program was started in 1990, more than 2,650 LoJack-equipped vehicles have been recovered, said John Raber, LoJack of California's marketing director.

Currently there are more than 120,000 LoJack-equipped vehicles

ham, Mass., has operating systems in alliance with law enforcement agencies in California, Massachusetts, New Jersey, Michigan, Illinois and Florida.

The company also has forged agreements in Georgia and Virginia and has begun building systems for those states' agencies.

The LoJack system retails for $595, including installation. The electronic recovery system is sold through a network of authorized

SALES

Industry stockpiles stand at 76 days

continued from PAGE 3

up 9.4 percent behind 1990, compared to a decline of 12 percent for cars.

Car sales in early January dropped 11.1 percent to 130,879. There were eight selling days in the 10-day period each year.

Ford Motor Co. posted higher sales for both cars and trucks, compared to the dismal year-ago period. Ford truck sales were up 3.6 percent; they fell 29.8 percent in the first 10 days of 1991.

General Motors sales fell dropped 11.5 percent, even though GM's light-truck sales were off only about 0.7 percent, again compared to poor year-earlier sales.

Sales rose 2.1 percent for American Honda Motor Co. Inc., thanks to a 6.4 percent increase for the Honda nameplate.

Toyota Motor Sales U.S.A. Inc. slid 8.4 percent despite a big improvement for Lexus.

And Nissan Motor Corp. in U.S.A. skidded 7.1 percent, due to declines for both Nissan and Infiniti.

Automotive News estimates 10-day sales for Chrysler Corp. and most imports. Early January marks the first anniversary of Chrysler's refusal to report sales more often than monthly. Chrysler sales were up an estimated 242 units, or 0.8 percent, over the year-ago period.

Industry sales in December were down only 2.3 percent from a year earlier, considerably less than the full-year decline. That helped shave the supply of cars and trucks to 76 days as of Jan. 1, from 80 days a month earlier.

Aided by the thinning supply of trucks, Ford Motor had the leanest inventory of the Big 3 at 59 days, down from 78 days.

Toyota Motor Sales maintained its razor-thin inventory, slipping from 33 to 31 days.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Jan. 1-10, 1992	Jan. 1-10, 1991
ALFA ROMEO (imp. car)*	**36**	**61**
Acura (imp. car)	**2,172**	**2,514**
Domestic car	6,428	5,674
Imported car	3,165	3,339
Honda	**9,593**	**9,013**
AMERICAN HONDA	**11,765**	**11,527**
ASTON MARTIN (imp. car)*	**1**	**1**
BMW (imp. car)*	**1,108**	**1,372**
Domestic car*	2,105	2,514
Imported car*	0	31
Domestic truck*	85	70
Chrysler Division*	**2,190**	**2,616**
Domestic car*	5,929	7,081
Imported car*	403	558
Domestic truck*	9,582	7,938
Imported truck*	86	151
Dodge*	**16,000**	**15,728**
Domestic car*	617	737
Imported car*	163	150
Eagle*	**781**	**887**
Domestic truck*	3,701	3,066
Jeep*	**3,701**	**3,066**
Domestic car*	3,449	4,118
Imported car*	208	278
Domestic truck*	3,532	2,926
Plymouth*	**7,188**	**7,322**
Domestic car*	12,100	14,451
Imported car*	774	1,016
Domestic truck*	16,900	14,000
Imported truck*	86	151
CHRYSLER CORP.*	**29,860**	**29,618**
Imported car*	86	113
Imported truck*	37	39
DAIHATSU*	**123**	**151**
FERRARI (imp. car)*	**16**	**16**
Domestic car	20,139	20,029
Imported car	895	757
Domestic truck	23,886	23,059
Ford Division	**44,920**	**43,845**
Domestic car	4,341	3,668
Lincoln	**4,341**	**3,668**
Domestic car	4,866	5,061
Imported car	1,118	1,195
Mercury	**5,984**	**6,256**
Domestic car	29,346	28,758
Imported car	2,013	1,952
Domestic truck	23,886	23,059
FORD MOTOR CO.	**55,245**	**53,769**
Domestic car	8,100	8,346
Buick	**8,100**	**8,346**
Domestic car	4,626	7,741
Cadillac	4,626	7,741
Domestic car	18,080	21,490
Imported car	1,058	1,867
Domestic truck	22,964	23,737
Imported truck	51	39
Chevrolet	**42,153**	**47,133**
GMC	**5,864**	**5,542**
Domestic car	6,404	9,136
Domestic truck	610	462
Oldsmobile	**7,014**	**9,598**
Domestic car	6,885	8,184
Imported car	342	581
Domestic truck	455	365
Pontiac	**7,682**	**9,130**
Domestic car	2,260	285
Saturn	**2,260**	**285**
Domestic car	46,355	55,182
Imported car	1,400	2,448
Domestic truck	29,893	30,106
Imported truck	51	39
GENERAL MOTORS	**77,699**	**87,775**
HYUNDAI*†	**1,402**	**2,607**
Imported car*	209	132
Domestic truck	505	319
Imported truck*	1,418	1,884
ISUZU*	**2,132**	**2,336**
JAGUAR (imp. car)*	**139**	**441**
LAMBORGHINI (imp. car)*	**3**	**3**
LOTUS (imp. car)*	**5**	**5**
MASERATI (imp. car)*	**4**	**4**
Domestic car	739	827
Imported car*	2,086	1,893
Domestic truck	86	229
Imported truck*	1,450	1,728
MAZDA*	**4,362**	**4,676**
MERCEDES-BENZ (imp. car)*	**951**	**1,832**
Domestic car	727	939
Imported car*	1,405	1,252
Imported truck*	378	795
MITSUBISHI*	**2,509**	**2,986**
Infiniti	**429**	**616**
Domestic car	1,293	1,770
Imported car*	3,867	3,642
Domestic truck	1,473	1,924
Imported truck*	2,445	2,284
Nissan*	**9,078**	**9,621**
NISSAN MOTOR CORP.	**9,506**	**10,236**
PEUGEOT (imp. car)*	**23**	**69**
PORSCHE (imp. car)*	**54**	**160**
RANGE ROVER (imp. truck)*	**96**	**105**
ROLLS/BENTLEY (imp. car)*	**4**	**20**
SAAB (imp. car)*	**417**	**429**
STERLING (imp. car)*	**0**	**61**
Domestic car	433	574
Imported car*	750	1,079
SUBARU*	**1,183**	**1,653**
Imported car	61	56
Imported truck	199	184
SUZUKI*†	**261**	**239**
Lexus (imp. car)	**1,398**	**520**
Domestic car	3,034	2,663
Imported car	4,389	5,583
Domestic truck	74	0
Imported truck	2,934	4,144
Toyota	**10,431**	**12,390**
TOYOTA MOTOR SALES	**11,829**	**12,910**
Audi (imp. car)*	**234**	**270**
Imported car*	999	1,544
Imported truck*	27	73
Volkswagen*	**1,026**	**1,617**
VWoA*	**1,260**	**1,887**
VOLVO*†	**755**	**1,192**
YUGO (imp. car)*	**70**	**50**
Domestic car	**100,455**	**110,838**
Imported car	**30,424**	**36,293**
TOTAL CAR	**130,879**	**147,131**
Domestic truck	**72,817**	**69,637**
Imported truck	**9,121**	**11,426**
TOTAL TRUCK	**81,938**	**81,063**
TOTAL CAR & TRK	**212,817**	**228,193**

*Estimated †Breakdown of North American built and imported car sales not available

Charles Atwood

WATERTOWN, Conn. — Charles Leman Atwood, 50-year co-owner and manager of Atwood Pontiac, died Dec. 25. He was 89.

Ezra Galpin

PRESCOTT, Ariz. — Ezra Galpin, 76, longtime owner of the Galpin Ford dealerships in Buckeye and Prescott, Ariz., died Jan. 7.

V.W. Leyda

CHANDLER, Ariz. — V.W. "Jack" Leyda, retired owner of Chandler Motors, died Jan. 3. He was 90.

Lexus dealers top Dec. sales

KAREN DETKOWSKI
Statistician

Lexus dealers sold an average of 69 units per outlet in December to top the *Automotive News* sales-per-dealer calculation.

Lexus reported sales of 8,694 cars, up 28.9 percent from December 1990.

The top three positions changed order in December. Saturn dealers fell to the third spot after holding the No. 1 position since September, when then champion Toyota was pushed to third place.

Toyota dealers ranked second in December.

Sales-per-outlet slipped in December for Toyota and Saturn. Toyota slipped three unit sales per each of its car-truck dealerships, and Saturn car-only franchises lost six sales per dealer from November.

In December, nine of 40 makes showed increases, seven were even with November and 24 posted decreases.

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Dec. Total	Nov. Total
Lexus	69	—	**69**	64
Toyota	47	20	**67**	70
Saturn	67	0	**67**	73
Honda	46	—	**46**	61
Ford	19	26	**45**	43
Chevrolet	18	19	**36**	36
Nissan	25	11	**36**	41
Acura	33	—	**33**	44
Mitsubishi	23	4	**26**	33
Mazda	16	8	**24**	30
Infiniti	20	—	**20**	23
Dodge	6	12	**19**	25
BMW	15	—	**15**	13
Hyundai	15	—	**15**	18
Isuzu	2	12	**14**	12
Buick	13	—	**13**	15
Pontiac	12	1	**13**	14
Mercedes	12	—	**12**	14
Cadillac	11	—	**11**	12
GMC	—	11	**11**	10
Mercury	10	—	**10**	14
Jeep	—	10	**10**	10
Volvo	9	—	**9**	12
Lincoln	9	—	**9**	8
Plymouth	4	5	**9**	12
Oldsmobile	8	1	**9**	13
Subaru	8	—	**8**	14
VW	7	0	**7**	10
Saab	6	—	**6**	5
Range Rover	—	6	**6**	3
Jaguar	5	—	**5**	7
Chrysler	5	0	**5**	4
Suzuki	1	3	**4**	6
Audi	4	—	**4**	3
Daihatsu	2	1	**3**	3
Eagle	2	—	**2**	4
Yugo	2	—	**2**	2
Porsche	1	—	**1**	1
Alfa Romeo	1	—	**1**	1
Peugeot	1	—	**1**	1

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Jan. 1, 1992	Dec. 1, 1991
ALFA ROMEO (imp.)	**1,500**	**206**	**226**
Acura (imp.)	**36,500**	**91**	**73**
Domestic car	74,300	61	57
Imported car	47,900	83	69
Honda	**122,200**	**68**	**61**
AMERICAN HONDA	**158,700**	**72**	**55**
BMW (imp.)	**21,500**	**97**	**89**
Summit	4,400	248	153
Talon	11,600	167	150
Premier	2,200	86	77
Wrangler (trk.)	17,700	152	122
Cherokee (trk.)	38,200	79	92
Comanche (trk.)	2,300	132	114
Total Jeep-Eagle	**18,200**	**161**	**134**
Total Jeep-Eagle (imp.)	**6,900**	**211**	**200**
Total Jeep-Eagle (trk.)	**58,200**	**100**	**100**
Laser	12,200	213	236
Sundance	13,700	83	46
Acclaim	15,000	71	52
Voyager (trk.)	40,500	74	80
Total Plymouth	**40,900**	**94**	**70**
Total Plymouth (trk.)	**40,500**	**74**	**80**
LeBaron A	6,900	45	40
LeBaron J	5,200	33	44
Fifth Avenue	7,800	61	50
Imperial	2,100	62	61
New Yorker C	4,600	61	41
Town & Country (trk.)	1,600	39	65
Total Chrysler	**26,000**	**48**	**48**
Total Chrysler (imp.)	**16,100**	**222**	**236**
Total Chrysler (trk.)	**1,600**	**39**	**65**
Shadow	15,000	73	62
Monaco	900	78	71
Daytona	6,100	120	106
Spirit	14,800	79	52
Dynasty	11,800	56	42
Vans (trk.)	12,600	137	119
Ram Wagon (trk.)	2,100	65	43
Caravan (trk.)	38,600	56	66
Caravan C/V (trk.)	1,300	57	69
Ram 50 (imp. trk.)	4,200	247	193
Ramcharger (trk.)	1,500	106	108
Dakota (trk.)	34,700	115	105
Pickups (trk.)	27,900	120	114
Total Dodge	**48,600**	**73**	**55**
Total Dodge (imp.)	**8,800**	**177**	**168**
Total Dodge (trk.)	**118,700**	**88**	**88**
Total domestic car	**133,700**	**76**	**62**
Total imported car	**31,800**	**223**	**310**
Total domestic truck	**219,000**	**86**	**89**
CHRYSLER CORP.	**384,500**	**86**	**86**
Imported car	900	52	42
Imported truck	300	35	18
DAIHATSU	**1,200**	**47**	**36**
Escort	66,500	79	116
Mustang	21,000	93	87
Tempo	27,600	48	49
Taurus	51,000	53	62
Thunderbird	15,600	73	78
Probe	24,500	220	176
Crown Victoria	21,100	91	136
Vans (trk.)	31,500	126	116
Aerostar (trk.)	31,500	71	28
Club Wagon (trk.)	3,500	51	56
Ranger (trk.)	15,700	25	116
Bronco (trk.)	6,400	78	80
Explorer (trk.)	56,600	72	63
Pickups (trk.)	87,700	37	78
Total Ford Div.	**227,300**	**72**	**84**
Total Ford Div. (imp.)	**9,800**	**62**	**58**
Total Ford Div. (trk.)	**232,900**	**51**	**78**
Topaz	11,300	59	54
Sable	19,100	54	63
Cougar	10,300	86	94
Grand Marquis	21,100	87	104
Total Mercury	**61,800**	**68**	**75**
Total Mercury (imp.)	**19,200**	**97**	**105**
Continental	6,100	45	55
Town Car	17,900	42	57
Mark VII	2,200	96	99
Total Lincoln	**26,200**	**45**	**58**
Total L-M Div.	**88,000**	**50**	**66**
Total domestic car	**315,300**	**68**	**79**
Total imported car	**29,000**	**92**	**187**
Total domestic truck	**232,900**	**51**	**78**
FORD MOTOR CO.	**577,200**	**59**	**78**
Somerset/Skylark	19,500	152	152
Century	19,000	62	63
Regal	31,200	130	121
LeSabre	20,300	42	33
Roadmaster	14,600	143	90
Reatta	200	67	156
Electra/Park Ave.	20,200	110	95
Riviera	3,400	103	95
Total Buick	**128,400**	**84**	**72**
Allante	1,500	500	365
Seville	5,800	67	62
DeVille	24,600	50	54
Brougham	16,400	220	107
Eldorado	6,200	120	78
Total Cadillac	**54,500**	**78**	**64**
Geo Prizm	15,300	51	60
Cavalier	47,900	63	82
Camaro	13,900	82	102
Corsica/Beretta	23,400	34	40
Lumina	53,800	105	86
Caprice	27,900	119	127
Corvette	5,400	94	104
Vans (trk.)	33,300	155	162
Sportsvan (trk.)	1,100	30	81
Geo Tracker (trk.)	9,600	147	123
Astro (trk.)	21,800	72	63
Lumina APV (trk.)	12,500	86	116
S10 (trk.)	73,600	149	143
S10 Blazer (trk.)	24,600	57	65
Blazer (trk.)	1,000	61	114
Suburban (trk.)	4,100	49	75
Pickups (trk.)	110,000	66	100
Total Chevrolet	**187,600**	**62**	**68**
Total Chevrolet (imp.)	**59,900**	**218**	**358**
Total Chevrolet (trk.)	**291,600**	**84**	**104**
Calais	4,900	134	122
Cutlass Ciera	23,300	75	51
Cutlass Supreme	27,800	130	124
Eighty Eight	28,600	109	70
Ninety Eight	17,300	129	100
Toronado	2,000	139	93
Silhouette (trk.)	4,400	89	59
Bravada (trk.)	2,600	40	48
Total Oldsmobile	**103,900**	**107**	**78**
Total Oldsmobile (trk.)	**7,000**	**81**	**54**
Sunbird	19,500	77	78
Firebird	6,900	132	137
Grand Am	35,800	91	67
Pontiac 6000	700	123	96
Grand Prix	23,000	81	79
Bonneville	26,100	75	81
Trans Sport	8,600	105	101
Total Pontiac	**112,000**	**84**	**78**
Total Pontiac (imp.)	**4,000**	**40**	**97**
Total Pontiac (trk.)	**8,600**	**105**	**101**
Vans (trk.)	11,600	96	12
Safari (trk.)	8,200	94	67
S15/Sonoma (trk.)	20,000	165	141
S15 Jimmy (trk.)	8,700	73	98
Jimmy (trk.)	2,600	411	359
Suburban (trk.)	4,400	107	152
Pickups (trk.)	35,800	70	104
Total GMC (trk.)	**91,300**	**89**	**100**
Total Saturn	**19,700**	**62**	**60**
Total domestic car	**606,100**	**77**	**71**
Total imported car	**63,900**	**170**	**287**
Total domestic truck	**398,500**	**85**	**101**
GENERAL MOTORS	**1,068,500**	**83**	**85**
HYUNDAI (imp.)	**30,600**	**109**	**89**
Imported car	7,200	173	203
Truck (dom./imp.)	0	0	0
ISUZU	**7,200**	**44**	**26**
JAGUAR (imp.)	**2,500**	**91**	**112**
Domestic car	24,200	169	136
Imported car	32,000	77	68
Truck (dom./imp.)	0	0	0
MAZDA	**56,200**	**96**	**82**
MERCEDES-BENZ (imp.)	**12,400**	**65**	**68**
Domestic car	23,600	135	96
Imported car	41,300	147	109
Imported truck	10,000	132	101
MITSUBISHI	**74,700**	**141**	**103**
Infiniti (imp.)	**5,400**	**64**	**72**
Domestic car	31,900	99	99
Imported car	83,500	108	112
Truck (dom./imp.)	40,200	82	90
Nissan	**155,600**	**97**	**103**
NISSAN MOTOR CORP.	**161,000**	**96**	**101**
PEUGEOT (imp.)	**100**	**30**	**35**
PORSCHE (imp.)	**1,200**	**107**	**97**
RANGE ROVER (imp. trk.)	**1,400**	**71**	**82**
SAAB (imp.)	**5,600**	**68**	**72**
Domestic car	27,100	347	347
Imported car	23,400	156	188
SUBARU	**50,500**	**224**	**243**
Car (dom./imp.)	2,600	215	149
Truck (dom./imp.)	11,700	293	115
SUZUKI	**14,300**	**164**	**121**
Lexus (imp.)	**6,600**	**19**	**29**
Domestic car	21,400	21	21
Imported car	44,200	38	41
Imported truck	36,100	38	44
Toyota	**101,700**	**32**	**35**
TOYOTA MOTOR SALES	**186,300**	**31**	**33**
Audi (imp.)	**7,600**	**162**	**179**
Volkswagen (imp.)	**19,200**	**95**	**132**
VWoA	**26,800**	**186**	**135**
VOLVO (imp.)	**23,400**	**155**	**121**
YUGO (imp.)	**700**	**50**	**70**
Domestic car	**1,257,600**	**73**	**71**
Imported car	**582,500**	**91**	**92**
TOTAL CAR	**1,840,100**	**78**	**76**
Domestic truck	**854,800**	**72**	**90**
Imported truck	**164,500**	**76**	**78**
TOTAL TRUCK	**1,019,300**	**75**	**88**
TOTAL STOCK	**2,860,400**	**78**	**86**

JEEP

New model's price to match Explorer

continued from PAGE 1

vehicle's additional content.

Jeep dealers, in Detroit last week for the introduction of the Grand Cherokee, were told that all three Jeep Grand Cherokee models will be priced within a few dollars of the Explorer. A Jeep-Eagle spokesman confirmed that Grand Cherokee prices will be "right on" the Explorer and that any price differences will be negligible.

The 1993 Grand Cherokee will be offered in base, Laredo and Limited models. Prices of the 1992 four-door four-wheel-drive Explorers are: XL, $18,505; XLT, $20,401, and Eddie Bauer, $23,553. Prices for the 1993 model year could increase.

The current Jeep Cherokee line will be repositioned in August at the start of the 1993 model year, dealers also were told.

The current Jeep Cherokee Laredo will be renamed the Jeep Cherokee Country and will become the top-of-the-line Cherokee. Currently, the Cherokee Limited is the top-of-the-line model. A base model and a Cherokee Sport model will round out the revamped 1993 Cherokee line. The base, Cherokee Sport and Cherokee Country will have less standard equipment than current models, and prices will be reduced accordingly.

Advertising for the Grand Cherokee models, which Chrysler began building last week, will kick off with 15-second teaser spots during the Winter Olympics in February, dealers said. But the vehicle will not be shown in ads until the Grand Cherokee's official announcement day of April 19.

The ad campaign will use several far-flung points of exploration, including the polar ice cap, the Mojave desert and Mount Kilimanjaro, to underscore Jeep's rugged tradition. The ads point out how long it took nature to produce those wonders and suggest that Chrysler, too, has expended considerable time and effort in bringing forth the new Jeep.

> Grand Cherokee advertising will kick off during the Winter Olympics.

There is no mention of competitive vehicles such as the Explorer in the ads. In marketing the Grand Cherokee, Chrysler will suggest that the Jeep is distinguished from its competitors because it has Euro/Japanese handling characteristics. AN

December up 4.6% in Canada

JEREMY SINEK
and ANNE E. WRIGHT
Automotive News

December sales gave the Canadian industry a push at year end, but it was not enough to beat 1990.

Sales of cars and light trucks in Canada rose 4.6 percent last month, bringing the year's total to 1.2 million, or 1.8 percent below 1990.

In the end, plunging interest rates in Canada (the prime rate fell about 5 percentage points throughout 1991 to below 9 percent) weren't enough to overcome shaken consumer confidence. And while inflation has eased, the nation's unemployment rate remains steady at 10.3 percent.

Yet compared with the U.S. market, where sales were off 11.2 percent, Canada had a good year. Total car sales in Canada dropped 1.2 percent, and trucks slipped 3.1 percent. In the United States, cars fell more than trucks.

Ford of Canada President James G. O'Connor noted that the industry sold 367,000 more vehicles in 1991 than it did during 1982. "You can see the auto industry has come through the current downturn in much better shape," O'Connor said. "The sky has not fallen."

Chrysler Canada was the only Big 3 firm to increase sales last year. Chrysler's car sales were off 1.5 percent, but trucks, led by record minivan sales, gained 12.2 percent and pushed Chrysler's year-end totals ahead by 4.5 percent. An 18.1 percent sales jump in December marked the seventh-straight month that Chrysler topped year-ago results.

In December, total light-vehicle sales in Canada rose for the second month in a row, to 72,237. Cars were up 1.6 percent and trucks climbed 10.4 percent over December 1990.

Ford had a strong December, rising 26.1 percent above 1990, while GM fell 7.5 percent. For the year, Ford's sales were down 8.2 percent and GM dropped 5.4 percent.

Among import brands reporting gains for the year were: BMW (7.6 percent), Honda (3.2 percent), Mazda (13.5 percent), Nissan (12.3 percent), Subaru (9.7 percent), and Toyota (3.3 percent).

For 1992, GM of Canada President George Peapples is predicting 1.33 million car and truck sales for Canada. Other predictions are more optimistic. Ford is projecting 1.40 million sales; Nissan, 1.38 million; and Toyota, 1.35 million. AN

CANADIAN CAR AND TRUCK SALES

DECEMBER 1991

	December 1991	December 1990	12 mos. 1991	12 mos. 1990
BMW (imported car)	**231**	**260**	**4,304**	**4,002**
N.A. Car	4,738	4,316	92,304	96,903
Imported Car	1,092	1,005	18,191	15,262
N.A. Truck	6,942	5,502	95,459	84,997
Imported Truck	77	60	1,617	1,528
CHRYSLER	**12,849**	**10,883**	**207,571**	**198,690**
N.A. Car	8,002	6,118	140,386	144,640
Imported Car	618	438	6,969	6,991
N.A. Truck	7,715	6,400	101,329	119,388
FORD	**16,335**	**12,956**	**248,684**	**271,019**
N.A. Car	12,899	14,695	277,316	293,750
Imported Car*	969	238	8,091	6,011
N.A. Truck	6,506	7,141	133,207	142,720
Imported Truck	417	406	3,966	4,385
GM	**20,791**	**22,480**	**422,580**	**446,866**
N.A. Car	1,569	1,675	27,684	33,344
Imported Car	3,414	4,576	76,770	67,850
HONDA	**4,983**	**6,251**	**104,454**	**101,194**
N.A. Car	207	408	5,159	6,326
Imported Car	1,011	1,185	16,852	16,207
HYUNDAI	**1,218**	**1,593**	**22,011**	**22,533**
JAGUAR (imported car)	**53**	**37**	**740**	**1,005**
Imported Car	51	48	694	631
Imported Truck	18	55	192	291
LADA	**69**	**103**	**886**	**922**
LAND ROVER (imported truck)	**16**	**10**	**161**	**65**
N.A. Car	140	339	5,584	4,567
Imported Car	1,357	1,356	28,902	25,268
Truck**	985	1,560	21,391	19,400
MAZDA	**2,482**	**3,255**	**55,877**	**49,235**
MERCEDES-BENZ (imported car)	**237**	**232**	**3,455**	**4,065**
N.A. Car	326	440	8,643	1,748
Imported Car	1,119	791	21,970	22,726
Truck**	723	641	12,862	14,009
NISSAN	**2,168**	**1,872**	**43,475**	**38,483**
PEUGEOT (imported car)	**6**	**5**	**152**	**114**
SUBARU (imported car)	**525**	**472**	**8,360**	**7,622**
N.A. Car	6	24	1,199	425
Imported Car	198	186	5,463	6,878
N.A. Truck	129	87	3,544	1,923
Imported Truck	133	170	3,883	5,139
SUZUKI	**466**	**467**	**14,089**	**14,365**
N.A. Car	1,017	1,216	19,730	13,343
Imported Car	4,589	3,411	56,613	63,385
Imported Truck	2,069	1,364	21,051	17,536
TOYOTA	**7,675**	**5,991**	**97,394**	**94,264**
Imported Car	1,766	1,890	33,457	34,978
Imported Truck	159	58	1,011	900
VOLKSWAGEN	**1,925**	**1,948**	**34,468**	**35,878**
N.A. Car	74	174	1,551	3,233
Imported Car	134	97	2,664	2,350
VOLVO	**208**	**271**	**4,215**	**5,583**
N.A. Car	**28,978**	**29,405**	**579,556**	**598,279**
Imported Car	**17,370**	**16,227**	**293,647**	**285,345**
TOTAL CAR	**46,348**	**45,632**	**873,203**	**883,624**
N.A. Truck	**21,292**	**19,130**	**333,539**	**349,028**
Imported Truck	**4,597**	**4,324**	**66,134**	**63,253**
TOTAL TRUCK	**25,889**	**23,454**	**399,673**	**412,281**
TOTAL CANADA SALES	**72,237**	**69,086**	**1,272,876**	**1,295,905**

*Includes Passport and Saab sales.
**Break down of N.A. (built) and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Honda chops sales, earnings forecast

RICHARD JOHNSON
Staff Reporter

TOKYO — Reacting to slumping sales in both the United States and Japan, Honda Motor Co. has slashed its sales and earnings forecast for the year and cut both U.S. and Japanese production schedules.

During the three-month period from January to March, Honda said it will cut passenger-car output by 55,000 units, including 10,000 in the United States.

Of the 45,000 units in Japanese production to be dropped, 30,000 were planned as exports to the United States.

Meanwhile, Honda is paying dealer incentives of $500 on 1991 Civics and Preludes sold through Feb. 2 in the United States.

Honda is now forecasting a 17 percent decline in group net profit, to 63.1 billion yen (about $505 million), for the fiscal year ending March 31.

Just last November, Honda said it expected a consolidated net profit of 80.1 billion yen for the fiscal year. That would have left the company with a marginal increase over the previous year's earnings of 76.2 billion yen.

For the six-month period ending Sept. 30, group net income decreased 5.2 percent, to 43.1 billion yen.

The company blamed the downward revision on "an unexpectedly rapid decline in sales in the Japanese automobile market and prolonged recession in the U.S. automobile market."

Honda said its revenue for the fiscal year will rise 3 percent from a year earlier, to 4.43 trillion yen, but would fall short of its earlier forecast of 4.53 trillion yen.

Honda had expected sales of 350,000 units in Japan and exports of 360,000 units during the second half of the fiscal year. However, domestic sales are now pegged at about 270,000 units during the period, while exports are expected to be 345,000.

Honda said its home-market volume fell 1.1 percent in 1991, to 678,684 units, the first decline in seven years. The total includes 450,546 passenger cars and 228,138 minicars below 660 cc. In the United States, Honda sold 803,367 cars, a 6.0 percent decline from 1990.

For the 1992 calendar year, Honda said it expects to sell 468,000 passenger cars and 212,000 minicars in Japan, for a combined total of 680,000 units.

Honda said it sold 7,667 U.S.-built Accord coupes and 6,550 U.S.-built Accord wagons in Japan last year. AN

DELIVERY

Chrysler acts to cut floorplan expense

continued from PAGE 1

a competitive edge over Japanese vehicle manufacturers, which rely on imported parts and vehicles.

"We'll be able to beat the Japanese on this one," Cunningham said.

Though ordering systems vary by importer, most Japanese companies stock their dealer inventories with much less specific dealer input than domestic dealers have.

This month, Nissan begins national rollout of a program tested in Dallas that allows Nissan dealers to order specific models — including color, transmission and options.

Under the Nissan system, however, it will stretch delivery time from 30 days to 90 days.

Cunningham said the greatest hurdle to the automaker is ensuring that all tiers of suppliers as well as Chrysler's manufacturing system are able to respond quickly to dealer orders.

In addition, vehicle transportation time from the manufacturing plant must be reduced.

"We are in the process of working with our supplier base now," Cunningham said.

Chrysler already has begun chopping the order cycle through process redesign, he said.

Process redesign, at its simplest, breaks down any task into steps and identifies motions that can be eliminated.

Cunningham also said customer satisfaction in the dealership showroom is paramount to Chrysler as the company prepares for a barrage of critical new products in 1992.

Chrysler began building its 1993 Jeep Grand Cherokee sport-utility last week, and production of its LH sedans begins in June. The 1993 mid-sized LH sedans, which are crucial to Chrysler's future in the car market, will be sold as the Dodge Intrepid, Chrysler Concorde and Eagle Vision.

Cunningham said Chrysler wants to make "a cultural change" at its dealerships before the LH launch.

Training for all personnel at all 5,000 Chrysler dealerships will begin in May, he said.

Cunningham: suppliers are critical

He declined to specify the cost of the project.

Each dealership employs an average of 25 to 30 people.

Training will draw on the successful practices of brands such as Infiniti, Lexus and Saturn, Cunningham said.

He also made it clear that Chrysler remains committed to linking vehicle incentive payments to dealership performance.

Many of the company's dealers opposed the plan when it was unveiled in November and have asked Chrysler executives to reconsider the proposal.

Chrysler has proposed that monthly sales objectives and customer satisfaction ratings be used to determine dealer cash incentive payments on various models.

Chrysler would give the largest cash amounts to dealers scoring highest on a performance matrix devised by the company.

Dealers have opposed the plan, saying it would create competitive inequities and accelerate the failure of weak dealerships.

But Cunningham said he expects "to move the needle" on customer satisfaction by tying the cash payments to CSI performance. AN

Value of vehicle imports from Japan rises 11%

LINDSAY CHAPPELL
Staff Reporter

The value of Japanese vehicles imported into the United States rose sharply as the 1991 model year closed, and U.S. exports to Japan dropped.

Data from the U.S. Department of Commerce indicate that the value of Japanese vehicles imported increased 11.6 percent in the July-September period.

The results reversed recent trade patterns because rising production by Japanese car factories in the United States has meant a decline in the value of Japanese imports. Commerce Department analysts believe the rise in value reflects the shipment of higher-priced cars from Japan.

While the value of imports increased $578 million for the period, the number of vehicles imported from Japan increased only about 3,000 — from 515,000 in the third quarter of 1990 to 518,000 in 1991. The figures show that the value of the average Japanese import was about $1,000 more in the 1991 period than in the 1990 period.

The third-quarter change pushed the value of Japanese auto exports to the United States to $22.6 billion for the 12 months ended Sept. 30, 1991.

That was nearly the same as a year earlier.

The Commerce news comes amid U.S. appeals to Japan for assistance in reducing this country's $30 billion automotive trade deficit. About two-thirds of that is in vehicles, and the balance is in parts.

In the same quarter, U.S. exports to Japan fell nearly 17 percent, to $93.6 million. Boosting U.S. vehicle exports to Japan was a central issue in President Bush's visit there two weeks ago.

As a result of the drop in the value of exports and the rise in the value of imports, the U.S. deficit with Japan in vehicle trade increased 12.2 percent for the quarter. That helped boost the overall vehicle trade imbalance to $10.2 billion for the quarter.

The U.S. trade picture improved a bit as U.S. factories shipped thousands of new cars and trucks to Saudi Arabia and Kuwait.

Domestic automakers exported 20,000 trucks to the two countries in the first nine months of 1991, compared with only 2,000 in 1990. They shipped 32,000 cars there during the nine-month period, up from about 15,000 a year earlier.

Meanwhile, most European exporters continued their year-long decline in U.S. shipments in the third quarter.

The value of vehicle shipments from Germany, Sweden, Italy, the United Kingdom and France also dropped.

Mexican vehicle exports — led by increasing shipments of Mexican-made Ford Escorts and Mercury Tracers — rose more than one-third.

The value was $764 million in the third quarter of 1991 and $566 million a year earlier. AN

U.S. VEHICLE TRADE
(x $1,000)

Country	Trade	3rd Qtr. '91	3rd Qtr. '90	Annualized trade Oct. '90-Sept. '91	Annualized trade Oct. '89-Sept. '90
Japan	from U.S.	$ 93,631	$ 112,418	$ 560,699	$ 534,696
	to U.S.	5,579,177	5,001,165	22,562,087	22,574,236
Canada	from U.S.	1,677,074	1,394,330	7,156,228	7,786,013
	to U.S.	4,715,127	4,024,221	19,012,841	18,396,870
Germany	to U.S.	1,018,159	1,306,700	4,712,514	5,603,976
S. Korea	to U.S.	222,834	216,624	1,148,962	1,875,756
Sweden	to U.S.	185,346	227,876	1,176,210	1,748,958
Mexico	to U.S.	764,115	566,522	2,731,609	1,597,078
Yugoslavia	to U.S.	2,316	0	7,086	14,796
United Kingdom	to U.S.	119,864	152,350	705,527	960,735
Italy	to U.S.	19,394	63,768	189,352	246,142
France	to U.S.	306	9,671	22,402	87,971
Brazil	to U.S.	4,835	35,782	60,512	268,229
Others	from U.S.	766,810	386,600	3,608,200	2,826,232
	to U.S.	117,674	193,115	629,018	447,664
Car and truck total	from U.S.	2,537,518	1,893,348	11,325,097	11,146,941
	to U.S.	12,749,148	11,797,794	52,956,119	53,822,413
VEHICLE TRADE BALANCE		(10,211,630)	(9,904,446)	(41,633,022)	(42,675,472)
Car total	from U.S.	2,045,939	1,608,755	9,169,526	9,540,922
	to U.S.	11,028,809	10,079,512	46,132,513	45,900,281
CAR TRADE BALANCE		(8,982,870)	(8,470,757)	(36,962,987)	(36,359,359)
Truck total	from U.S.	491,579	284,593	2,155,571	1,606,019
	to U.S.	1,720,339	1,718,282	6,825,606	7,922,132
TRUCK TRADE BALANCE		(1,228,760)	(1,433,689)	(4,670,035)	(6,316,113)
TOTAL U.S.	from U.S.	105,035,200	96,905,700	414,473,800	385,013,400
Merchandise trade	to U.S.	124,304,500	124,582,700	489,537,200	487,520,400
U.S. TRADE BALANCE		(19,269,300)	(27,677,000)	(75,063,400)	(102,507,000)

The sticker price of the 1992 Stealth R/T Turbo with all-wheel drive is up $1,325 over 1991.

Chrysler caps price hikes for '92 intro

HIGHLAND PARK, Mich. — Chrysler Corp. has placed firm prices on the 1992 models it imports from Mitsubishi Motors Corp. in Japan and the models it purchases from Mitsubishi's Diamond-Star Motors Corp. in Normal, Ill.

All prices are higher than the final 1991 stickers.

The imported models are the Dodge/Plymouth Colt hatchback, the Eagle Summit hatchback and four-door wagon, the Plymouth Vista wagon, the Dodge Stealth sports car and the Dodge D-50 pickup truck.

The Diamond-Star models are the Plymouth Laser and Eagle Talon sport coupes and the Eagle Summit sedan.

Price increases over the final 1991 figures range from $238 on the Colt GL and Summit ES three-door hatchback to $1,325 on the Stealth R/T Turbo with all-wheel drive.

The firm prices of the Vista and Summit wagons and the Laser and Talon are the same as the tentative prices that were issued when the 1992 models were introduced in October.

The firm prices of the Colt, the Summit sedan and hatchback, the D-50 pickup and the Stealth are $72 to $300 higher than the tenta-

1992 CHRYSLER PRICES: IMPORTS, TRANSPLANTS

	1992 Price	Increase over final 1991 price
DODGE Colt		
3-dr	$ 7,374	$ 307
GL 3-dr	8,202	238
Stealth		
3-dr	17,321	702
ES 3-dr	19,213	775
RT 3-dr	25,747	1,115
RT Turbo 3-dr (awd)	31,185	1,325
D-50 Pickup		
105-inch w.b.	8,337	358
116-inch w.b.	8,892	380
SE 105-inch w.b.	9,477	789
105-inch w.b. (awd)	11,347	488
EAGLE Summit		
3-dr	7,374	307
ES 3-dr	8,202	238
4-dr	9,067	449
ES 4-dr	10,095	472
DL wagon*	11,397	—
LX wagon*	12,102	—
Wagon (awd)*	13,469	—
Talon		
2-dr	13,862	872
TSi Turbo 2-dr	15,383	774
TSi Turbo 2-dr (awd)	17,390	877
PLYMOUTH Colt		
3-dr	7,374	307
GL 3-dr	8,202	238
Vista		
Wagon*	11,397	—
SE wagon*	12,102	—
Wagon (awd)*	13,469	—
Laser		
2-dr	11,184	320
RS 2-dr	13,332	562
RT 2-dr	14,811	857
RT Turbo 2-dr (awd)*	16,853	—

calendar

GENERAL — '92

Jan. 21-25 — Mobile Air Conditioning Society Convention and Trade Show, Fairmont Hotel, New Orleans, (215) 541-4500

Feb. 2-5 — California Trucking Association management conference, Hotel del Coronado, Coronado, Calif., (916) 373-3546

Feb. 3-5 — Professional Fleet Management Seminar, National Association of Fleet Administrators Inc., Grand Hyatt San Francisco, San Francisco, (909) 494-8100

Feb. 18-20 — J.D. Power and Associates Automotive Advertising Strategy Conference, The Ritz Carlton, Marina Del Rey, Calif., (818) 889-6330

Feb. 24-28 — SAE International Congress and Exposition, Cobo Center, Detroit

March 3-5 — Computer Vision for Senior Mangement, National Engineering Laboratory Executive Agency, East Kilbride, Scotland, 03552 20222

DEALER CONVENTIONS — '92

Jan. 26-31 — Federation of Automobile Dealer Associations of Canada, Hong Kong, (416) 224-5161

Feb. 8-11 — National Automobile Dealers Association, Dallas Convention Center, Dallas, (703) 821-7143

AUTO SHOWS — '92

Jan. 17-26 — Pacific International Auto Show, B.C. Place Stadium, Vancouver, British Columbia, (604) 294-8330

Jan. 18-26 — Baltimore International Auto Show, Baltimore Convention Center and Festival Hall, Baltimore, (301) 261-1717

Jan. 22-26 — Fort Wayne Auto Show, Allen County Memorial Coliseum, Fort Wayne, Ind., (219) 486-0297

Jan. 25-Feb. 2 — Pennsylvania Auto Show, State Farm Show Complex, Harrisburg, Pa., (800) 345-1487 or (717) 652-4053

Jan. 25-Feb. 2 — Houston Auto Show, Astro Hall, Houston, (213) 444-5202 or (713) 980-3434

Jan. 28-Feb. 2 — Metro Portland International Auto Show, Portland Convention Center, Portland, Ore., (617) 536-8152 or (503) 233-5044

International Auto Show, Cervantes Convention Center, St. Louis, (617) 536-8152 or (314) 822-0333

Jan. 30-Feb. 2 — Spokane International Auto Show, Spokane Convention Center, Spokane, Wash., (509) 326-6885

Jan. 31-Feb. 4 — Ottawa-Hull International Auto Show, Ottawa Congress Centre, Ottawa

Feb. 1-9 — Auto Show, Veterans Memorial, Columbus, Ohio, (614) 237-1903

Feb. 5-9 — Syracuse auto show, Onondaga County War Memorial, Syracuse, N.Y., (315) 474-1041

Feb. 6-15 — RAI Commercial Motor Show, RAI International Exhibition and Congress Centre, Amsterdam

Feb. 7-9 — York Auto Show, York Fairgrounds, York, Pa., (800) 345-1487

Feb. 8-16 — Greater Milwaukee Auto Show, Milwaukee Exposition & Convention Center & Arena, Milwaukee, (800) 345-1487 or (414) 259-6000

Feb. 8-16 — Chicago Auto Show, Chicago Automobile Trade Association, McCormick Place, Chicago, (708) 698-6630

Feb. 12-16 — Buffalo Auto Show, Buffalo Convention Center, Buffalo, N.Y., (716) 631-8510

Feb. 13-16 — Richmond International Auto Show, Richmond Centre, Richmond, Va., (804) 358-2277

Feb. 13-23 — Toronto International Auto Show, Metro Toronto Convention Center and Skydome, Toronto, (416) 940-2800

Feb. 15-23 — Orange County International Auto Show, Anaheim Stadium, Anaheim, Calif., (714) 547-7449

Feb. 19-23 — Greater Kansas City Auto Show, H. Roe Bartle Convention Center, Kansas City, Mo., (800) 248-1868

Feb. 19-23 — Pittsburgh Auto Show, David L. Lawrence Convention Center, Pittsburgh, (412) 373-8380

Feb. 19-23 — International Automobile and Motorcycle Show for Central and Eastern Europe, Organization Internationale des Constructeurs d'Automobiles of Paris, Vienna, Austria, (202) 659-4557

Feb. 20-23 — Carolinas International Auto Show, Charlotte Convention Center, Charlotte, N.C., (800) 345-1487

Feb. 22-March 1 — Greater Cleveland Auto Show, International Exposition (I-X) and Trade Center, Brook Park, Ohio, (216) 328-1500

Show, Colorado Convention Complex, Denver, (303) 831-1722

Feb. 26-March 1 — Edmonton International Auto & Truck Show, Edmonton Northlands Agricom Complex, Exhibition Grounds, Edmonton, Alberta, (403) 468-5047

Feb. 26-March 1 — Rochester International Auto Show, Rochester Convention Center, Rochester, N.Y., (716) 272-7232

Feb. 26-March 1 — Greater Toledo Auto Show, Seagate Center, Toledo, Ohio, (419) 843-2611

Feb. 29-March 8 — Greater Minneapolis and St. Paul Auto Show, Minneapolis Convention Center, Minneapolis, (612) 831-8019

March 5-8 — Empire State Plaza Auto Show, Empire State Plaza, Albany, N.Y., (518) 438-0584

March 5-15 — Geneva International Motor Show, Palexpo, Geneva, (022) 798-1111

March 9-15 — Quebec International Auto Show, Laval University, Quebec, (418) 624-2290 or (418) 683-1991

March 11-15 — Atlanta Journal-Constitution International Auto Show, Georgia World Congress Center, Atlanta, (617) 536-8152

March 11-15 — Calgary International Auto & Truck Show, Round Up Centre, Stampede Park, Calgary, Alberta, (403) 287-3693

March 12-15 — International Auto Show, Oklahoma State Fairgrounds, Oklahoma City, (405) 949-9988

March 14-22 — New Jersey International Auto Show, Raritan Center Exposition Hall, Edison, N.J., (800) 345-1487 or (609) 883-5056

March 19-22 — Tulsa Auto Show, Tulsa State Fairgrounds, Tulsa, Okla., (918) 742-2626

March 20-25 — Auto Expo, Cincinnati Convention Center, Cincinnati, (513) 825-1600 or (513) 721-1818

March 25-27 — Inland Counties Auto Show, National Orange Showgrounds, San Bernardino, Calif., (213) 301-9019

March 25-29 — Fort Lauderdale International Auto Show, Greater Fort Lauderdale/Broward County Convention Center, Fort Lauderdale, Fla., (617) 630-2264 or (800) 732-2914

March 26-29 — Louisville New Car Show, Kentucky Fair and Exposition

DAEWOO

GM backing away from joint venture

continued from PAGE 1

duce the subcompact Pontiac LeMans coupe.

Pekarek and a GM official in Seoul were quick to stress that the sale of GM's stake would not mean a retreat from Korea.

"We'll continue to maintain a presence in Korea. We'll continue to supply components to Daewoo. Pontiac will continue to sell and service the LeMans," Pekarek said.

Beyond its stake in Daweoo Motor, GM has two parts ventures with the Korean conglomerate, Daewoo Automotive Components Ltd. and Koram Plastics Co. GM's other non-Daewoo joint ventures in Korea include Delkor Battery Co. and Shinsung Packard Co.

Pontiac General Manager John Middlebrook said GM would rather regard Daewoo as a supplier than a partner. He would not discuss GM's reasons for pulling out of the venture, but indicated that the company thought Daewoo was ready to go it alone.

"They have continued to strengthen themselves and their ability to produce cars on their own," Middlebrook said.

"At some point, they're ready to go off on their own and we can divest ourselves of some of our ownership. That's the essence of it, as I understand it."

Pontiac will bring out a facelifted LeMans from Daewoo for the 1993 model year, but beyond that it is looking at other options for sourcing the car, Middlebrook said.

"We want to keep product below our Sunbird. We've got other partners with Isuzu and Suzuki and we continue to look at opportunities and potential there," he said. "Anything we would talk about is beyond our current horizon."

Signs that GM was preparing to throw in the towel began to surface last year when GM entered into exploratory talks with Britain's Inchcape Group to take over from Daewoo the marketing, distribution and service of GM imports in Korea.

Those talks have not yet been finalized. Daewoo's handling of Cadillac and Buick sales in Korea has been tepid when compared to Kia Motors' record-setting sales in recent years of the Ford Sable.

The Daewoo Motors joint venture began to unravel when GM refused Daewoo's requests to invest additional capital into the upgrading of Daewoo Motor's assembly lines at the Pupyong plant.

Daewoo also sought GM's technical participation and funding for new passenger car and truck-assembly facilities which Daewoo is planning to create at a greenfields site in Kunsan.

To sidestep GM's objections to a plan to build a mini-vehicle, Daewoo assigned the new line to another subsidiary, Daewoo Shipbuilding. The car, the Tico, was introduced in June and is meeting sales targets.

Export rights were another source of continual tension.

GM has jealously defended its prime overseas markets against incursions by Daewoo. Daewoo is especially interested in advancing into Eastern Europe on an independent footing, but GM has blocked every attempt by its Korean partner to expand there. AN

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

HONDA (1991 models, expires Feb. 2)

Civic, Prelude	$500

MAZDA (expires Feb. 3)

Protege (1991)	$350
323 (1991)	$500
MPV (1991)	$500
MPV (1992)	$700

SUBARU (1991, expires March 3)

Legacy	$1,200-1,700

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000
Integra (expires Feb. 3)	$500

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

GENERAL MOTORS

Chevrolet (expires Feb. 4)	
Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

ISUZU (No expiration date; 1990-92 models unless otherwise noted. Rebates vary by regions.)

Impulse	$1,300-2,500
Stylus S	$600-800
Stylus S (Calif. only)*	$1,250
Stylus RS	$600-800
Stylus XS (1991, except Calif.)	$1,100
Stylus XS (Calif. only)*	$2,500
Rodeo	0-$850
Trooper (except Calif.)	$750-850
Pickup	$500-1,500
Pickup (1991 4x4, bonus in some regions)	$400

*Dealer has option of sharing rebate with buyer

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1990-92 models, expires Feb. 10. This is the range of regional programs. Some rebates are based on number sold.)

Precis	0-$1,000
Mirage	0-$750
Galant	0-$2,000
Eclipse	0-$2,000
Montero	0-$1,250
Pickup	0-$2,000

NISSAN 300ZX (1991, expires Feb. 2) $2,500-3,500, quota

Sentra (1991-92, expires Feb. 3)	$300
Base model all lines (1991, expires Feb. 3)	$1,700

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUZUKI (expires Feb. 3)

Swift (1992)	$400-700
Swift (1991)	$700-1,000
Sidekick (1992)	$200-700
Sidekick (1991)	$700-1,000

TOYOTA (expires Feb. 3)

Corolla (1992)	$600
Pickups (1991-92)	$700-1,200

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (expires March 31)

1992 models

240 series	$500-1,000
740 series	$1,000-1,500
940 series	$1,500

1991 models

240 series	$1,500
740 series	$1,750-2,500

Cadillac, Japanese makers initiate rebate programs

ARLENA SAWYERS
Staff Reporter

Cadillac and three Japanese makes fueled the incentive fires last week with new factory-to-dealer incentives and/or consumer rebates.

The Japanese entries are American Honda Motor Co. Inc., Mazda Motor of America Inc. and Subaru of America Inc.

Until March 31, **Cadillac** is paying consumer rebates of $1,500 on 1992 Brougham and DeVille Fleetwood models.

Honda is paying dealer incentives of $500 on 1991 Civics and Preludes through Feb. 2.

Mazda's programs include a $1,000 customer rebate on the 1991 Navajo and Protege and $500 on the 1992 Protege. Mazda dealer incentives range from $350 to $700 on the 1991 Protege and 323 and the 1991 and 1992 MPV. Mazda's programs expire Feb. 3.

Subaru announced a new incentive program that is a modified version of the one that ended Jan. 13. The XT models are excluded this time. The new plan offers a $500 consumer rebate on some 1992 Legacy and 1991 and 1992 Loyale models and factory-to-dealer cash of $1,200 to $1,700 on 1991 Legacys depending on region.

The rebates expire March 3. AN

GM blames Daewoo for quality problems with the Pontiac LeMans.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CADILLAC (1992 models, expires March 31)

DeVille Fleetwood, Brougham	$1,500

MAZDA (expires Feb. 3)

Protege (1991)	$1,000
Protege (1992)	$500
Navajo (1991)	$1,000

SUBARU (expires March 3)

Loyale (1991-92, fwd sedan, awd wagon)	$500
Legacy L, L Plus (1992)	$500

CONTINUING PROGRAMS

CHRYSLER CORP.
Expires Jan. 31. Finance rates in lieu of rebates run from 0 to 9.9 percent on Sundance, Shadow, Acclaim, Spirit, LeBaron sedan and Cherokee, and from 4.9 to 9.9 percent on other models.

1990-92 models

NATIONAL REBATES

Chrysler Imperial	$2,000
Dodge Monaco	$1,500
Shadow	$1,000
Colt 3-door	$500
Dodge Ramcharger	$2,000
Eagle Premier	$1,500
Talon	$1,000
Summit 3-door	$500
Jeep Comanche	$750
Wrangler	$500
Plymouth Laser, Sundance	$1,000
Colt 3-door	$500

REGIONAL REBATES: Northeast

Chrysler LeBaron sedan	$1,500
Dodge Spirit	$1,500
Dodge Dakota	$1,000
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,500
All Chrysler Corp minivans	$1,000

REGIONAL REBATES: Central, West

Chrysler New Yorker Fifth Avenue	$1,500
New Yorker Salon, LeBaron sedan	$1,000
Dodge Dynasty, Spirit	$1,000
Dodge Ram gas pickup (Central only)	$1,500
Ram wagon	$1,000
Dakota	$750
Dodge Ram gas pickup (West only)	$750
Ram 50 pickup	$500
Jeep Cherokee	$1,500
Plymouth Acclaim	$1,000

FORD MOTOR CO.

1992 models

Expires Feb. 4 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle lines and regions. No finance rate incentives on Lincoln models.

Ford Festiva, Tempo, Taurus	$500
Escort (regional programs)	$500-750
Mustang, Thunderbird	$750
Probe, Taurus SHO	
Crown Victoria	$1,000
F series, Aerostar	$500
Ranger	$750
Aerostar (Northeast), Bronco, Econoline (RV pkg.)	$1,000
Mercury Topaz, Sable	$500
Tracer (regional programs)	$500-750
Capri, Cougar	$750
Grand Marquis	$1,000
Lincoln Town Car, Mark VII, Continental (expires March 3)	$1,500

Pre-1992 models

1990-91 Ford Division models and 1991 Lincoln-Mercury models. Expires Feb. 4. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Finance rates differ by vehicle line and region.

Ford Tempo, Taurus	$400
Taurus SHO	$600
Escort, Mustang, Thunderbird	$750
Festiva, Probe	$1,000
Ranger, F series, Aerostar, Econoline (except E-150 RV)	$400
Aerostar (Northeast), Bronco, Econoline E-150 (RV pkg.)	$1,000
Mercury Topaz, Sable	$400
Tracer, Cougar	$750
Capri	$2,000

GENERAL MOTORS
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models

Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$500
G van, S/T Blazer, Lumina APV	$1,000
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Syclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected

1991 models

Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$500
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Syclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI

48 states (expires Jan. 6)

Excel (1992)	$500
Excel (1991)	$1,000
Scoupe (1992)	$500
Scoupe (1991)	$750-1,000
Sonata (1991)	$500-1,500

California only (1991 models, expires April 2)

Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500

All states (1991 models, expires Jan. 6)

All 1991 models if trade is a 1986-90 Hyundai	$1,000

MITSUBISHI (expires Feb. 10)

Precis/Mirage (1990-92) Southwest	$500
West	$750
Galant (1990-92) West	$750

Crash data is revised by NHTSA

MAX GATES
Staff Reporter

WASHINGTON — The National Highway Traffic Safety Administration has revised its new-car crash program to indicate when the heads of test dummies do not strike interior surfaces.

The change affects so-called "head-injury criteria" scores, which record the forces exerted on the heads of driver and passenger dummies during NHTSA's 35-mph crashes. Now, NHTSA will indicate if the dummies' heads did not strike any interior surfaces.

In the past, carmakers have criticized NHTSA's methods when the scores indicated that serious injury probably would occur in a real crash but film showed that the dummies' heads hit no surfaces.

Last year, General Motors officials took NHTSA to task when a crash of the Saturn SL2 produced a head-injury score of 1,018 for the passenger-side dummy. Under NHTSA's ratings, a score above 1,000 indicates that serious head injury is possible.

GM officials argued that crash test film showed that the dummy's head barely grazed the instrument panel and a human would not have suffered serious injury.

The reporting change was revealed as NHTSA released results of the first three of the 35 vehicles scheduled to be crashed under its New Car Assessment Program for 1992 models.

The three — the Oldsmobile Eighty Eight, Mitsubishi Diamante and BMW 325i — had head and chest injury scores under the cutoff

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Windsor, Ontario (Pillette Road)	1/20	
Dodge Ram Van		1,200
Dodge Ram Wagon		600
FORD MOTOR CO.		
St. Thomas, Ontario	1/20	4,800
Ford Crown Victoria		
Mercury Grand Marquis		
GENERAL MOTORS		
Bowling Green, Ky.	1/20	
Chevrolet Corvette		480
Lake Orion, Mich.	1/20	
Cadillac DeVille		3,900
Olds. Ninety Eight		1,200
Pontiac, Mich. (East)	1/20	*
Chevrolet C/K pickup		
GMC Sierra		
Tarrytown, N.Y.	1/20	
Chevrolet Lumina APV		1,500
Oldsmobile Silhouette		500
Pontiac Trans Sport		840
Total U.S. car		**5,580**
Total U.S. truck		**2,840**
Total Canadian car		**4,800**
Total Canadian truck		**1,800**
Total units lost week of 1/20		**15,020**

†Plant closed for retooling until spring 1992.
*Plant idled due to maintenance.
Source: Automotive News Data Center

Road to Canada rough for Yugo

JEREMY SINEK
Staff Correspondent

TORONTO — Canadian entrepreneur Peter Dennis — who in the past has introduced BMW, Saab and Lada to the nation — now has the rights to Yugo.

Last week Dennis said he had signed 32 dealers and hoped to begin sales of the Yugoslavian import this spring.

But there are obstacles. A major shareholder in the venture recently went into receivership. In addition, about 1,500 1992 cars that have already crossed the Atlantic were mistakenly built with 1991 vehicle identification numbers. Dennis is seeking permission to change the numbers.

Supply questions also exist overseas. Yugos are waiting to be shipped from the port in Bar, Yugoslavia, said Dennis. But the country "has no merchant marine," he said. "They have to charter ships from other people, and nobody is particularly interested in sending ships into that war zone."

Still, Dennis says he's undaunted: "If I'm going to do it, I *will* do it." AN

NHTSA steps up Excel belt inquiry

WASHINGTON — The National Highway Traffic Safety Administration has upgraded its investigation of possible shoulder-belt failures in 1987-89 Hyundai Excels.

The complaints involve two-point, non-motorized passive restraints used on 152,000 vehicles. NHTSA says there have been 67 complaints, including 48 accidents involving 43 injuries and seven deaths. The study now moves from the paperwork stage to an "engineering analysis."

The agency also opened an initial evaluation of reports that anti-lock brakes on 1990-91 Toyota 4Runners lose their effectiveness. Complaints involving two accidents and five injuries were logged. AN

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 1/13-1/18/92	Actual 1/6/-1/11/92	1/1-1/18/92	Year 1/1-1/18/92	Year 1/1-1/19/91
LeBaron J	0	1,137	1,601	1,601	0
New Yorker	750	0	750	750	874
Fifth Avenue	750	0	750	750	2,386
Imperial	250	0	250	250	695
Town & Country (trk.)	75	53	128	128	71
Total Chrysler	**1,825**	**1,190**	**3,479**	**3,479**	**4,026**
Sundance	0	0	0	0	0
Acclaim	0	1,441	2,102	2,102	6,333
Voyager (trk.)	700	427	1,127	1,127	4,706
Voyager (Can. trk.)	2,868	2,381	6,834	6,834	5,485
Total Plymouth	**3,568**	**4,249**	**10,063**	**10,063**	**16,524**
Daytona	0	0	0	0	0
Shadow	0	0	0	0	0
Dynasty	2,125	0	2,125	2,125	8,799
Spirit	0	2,162	2,912	2,912	6,295
Viper	0	0	0	0	0
Monaco (Can.)	0	0	0	0	0
Caravan (trk.)	1,000	522	1,567	1,597	5,450
Caravan (Can. trk.)	3,570	4,158	9,229	9,229	7,425
Caravan C/V (trk.)	10	7	21	21	7
Caravan C/V (Can. trk.)	162	104	315	315	218
Dakota (trk.)	3,000	0	3,035	3,035	3,109
Ram pickups (trk.)	1,375	0	1,375	1,375	3,127
Ram Wagon (Can. trk.)	575	615	1,400	1,400	0
Ram Van (Can. trk.)	1,238	1,363	3,175	3,175	0
Total Dodge	**13,055**	**8,931**	**25,154**	**25,184**	**34,436**
Premier (Can.)	0	0	0	0	0
Cherokee (trk.)	4,250	0	4,250	4,250	0
Comanche (trk.)	125	0	125	125	0
Grand Cherokee (trk.)	5	0	5	5	0
Wagoneer (trk.)	0	0	0	0	0
Wrangler (Can trk.)	1,600	1,559	3,815	3,815	2,507
Total Jeep-Eagle	**5,980**	**1,559**	**8,195**	**8,195**	**2,507**
Total U.S. car	**3,875**	**4,740**	**10,490**	**10,490**	**25,382**
Total Can. car	**0**	**0**	**0**	**0**	**0**
Total U.S. truck	**10,540**	**1,009**	**11,633**	**11,663**	**16,470**
Total Can. truck	**10,013**	**10,180**	**24,768**	**24,768**	**15,635**
CHRYSLER CORP.	**24,428**	**15,929**	**46,891**	**46,921**	**57,487**
Escort	0	0	0	0	8,747
Mustang	0	0	0	0	2,190
Tempo	3,208	0	3,208	3,208	5,209
Tempo (Can.)	3,370	0	3,370	3,370	5,445
Taurus	7,462	7,726	18,266	18,266	13,078
Thunderbird	953	0	953	953	1,344
Crown Victoria (Can.)	2,030	0	2,030	2,030	971
Aerostar (trk.)	4,010	0	4,010	4,010	6,337
Bronco (trk.)	547	0	547	547	572
Explorer/Bronco II (trk.)	6,348	6,320	14,740	14,740	13,320
Navajo (trk.)	84	71	198	198	1,065
Econoline (trk.)	2,100	2,146	6,022	6,022	1,907
Heavies (trk.)	1,036	0	1,036	1,036	1,761
Light trucks (trk.)	9,400	5,185	16,205	16,205	9,274
Light trucks (Can. trk.)	2,669	0	2,669	2,669	1,672
Ranger (trk.)	1,764	1,721	4,074	4,074	12,668
Total Ford Div.	**44,981**	**23,169**	**77,328**	**77,328**	**85,560**
Topaz	1,128	0	1,128	1,128	1,831
Topaz (Can.)	913	0	913	913	1,657
Cougar	630	0	630	630	2,031
Sable	2,770	2,841	6,740	6,740	3,713
Grand Marquis (Can.)	2,071	0	2,071	2,071	0
Total Mercury	**7,512**	**2,841**	**11,482**	**11,482**	**9,232**
Continental	785	0	785	785	3,135
Mark VII	164	0	164	164	550
Town Car	2,379	0	2,379	2,379	7,383
Total Lincoln	**3,328**	**0**	**3,328**	**3,328**	**11,068**
Total L-M Div.	**10,840**	**2,841**	**14,810**	**14,810**	**20,300**
Total U.S. car	**19,479**	**10,567**	**34,253**	**34,253**	**49,211**
Total Can. car	**8,384**	**0**	**8,384**	**8,384**	**8,873**
Total U.S. truck	**25,289**	**15,443**	**46,832**	**46,832**	**46,904**
Total Can. truck	**2,669**	**0**	**2,669**	**2,669**	**1,672**
FORD MOTOR CO.	**55,821**	**26,010**	**92,138**	**92,138**	**105,860**
Skylark	1,135	1,096	2,891	2,891	6,486
Century	1,594	0	1,594	1,594	1,600
Regal (Can.)	3,000	0	3,000	3,000	6,173
Riviera	212	277	631	631	307
Park Avenue/Electra	1,929	0	1,929	1,929	4,550
LeSabre	3,500	3,331	7,813	7,813	10,364
Roadmaster Sedan*	1,288	1,306	3,050	3,050	0
Roadmaster Wagon†	320	256	576	576	0
Reatta	0	0	0	0	0
Total Buick	**12,978**	**6,266**	**21,484**	**21,484**	**29,480**
Eldorado	996	829	2,115	2,115	376
Seville	1,016	878	2,217	2,217	755
Brougham	552	566	1,314	1,314	1,606
DeVille	0	0	0	0	8,023
Allante	0	0	0	0	167
Total Cadillac	**2,564**	**2,273**	**5,646**	**5,646**	**10,927**
Cavalier	4,426	4,019	8,445	8,445	15,010
Camaro	1,383	1,349	3,303	3,303	2,315
Corsica-Beretta	4,880	4,752	11,449	11,449	10,138
Lumina (Can.)	6,000	0	6,000	6,000	9,799
Caprice	2,072	1,837	4,235	4,235	6,741
Corvette	0	0	0	0	1,242
Astro (trk.)	3,289	3,930	8,226	8,226	5,835
Blazer (trk.)	312	327	788	788	192
Lumina APV (trk.)	0	0	0	0	1,183
Mediums (trk.)	124	232	392	392	548
P-Model (trk.)	341	0	341	341	325
Pickups (trk.)	220	130	385	385	6,064
Pickups (Can. trk.)	3,900	4,001	9,566	9,566	7,888
S10 (trk.)	5,227	1,195	6,934	6,934	15,391
S10 Blazer (trk.)	3,196	2,066	6,062	6,062	2,409
Sportsvan (trk.)	925	931	2,157	2,157	1,050
Sportsvan (Can. trk.)	1,200	1,288	2,948	2,948	0
Suburban (trk.)	624	799	1,659	1,659	641
Total Chevrolet	**38,119**	**26,856**	**72,890**	**72,890**	**86,771**
Achieva/Calais	2,820	2,334	5,878	5,878	4,597
Cutlass Ciera	3,384	0	3,384	3,384	1,750
Cutlass Ciera (Can.)	0	0	0	0	4,272
Cutlass Supreme	2,400	0	2,400	2,400	5,483
Toronado	143	164	390	390	158
Eight Eight	1,767	1,561	3,705	3,705	4,538
Custom Cruiser Wag.††	128	114	242	242	0
Ninety Eight	0	0	0	0	4,800
Silhouette (trk.)	0	0	0	0	258
Bravada (trk.)	425	311	838	838	1,098
Total Oldsmobile	**11,067**	**4,484**	**16,837**	**16,837**	**26,954**
Sunbird	2,134	1,942	4,076	4,076	6,458
Grand Am	5,565	4,730	11,873	11,873	4,800
Firebird	617	594	1,452	1,452	525
Grand Prix	3,360	0	3,360	3,360	3,173
Pontiac 6000	0	0	0	0	1,120
Bonneville	2,926	0	2,926	2,926	2,095
Trans Sport (trk.)	0	0	0	0	658
Total Pontiac	**14,602**	**7,266**	**23,687**	**23,687**	**18,829**
Yukon/Jimmy (trk.)	128	103	262	262	61
Mediums (trk.)	476	462	1,135	1,135	990
P-Model (trk.)	50	0	50	50	175
Pickups (trk.)	96	87	201	201	2,468
Pickups (Can. trk.)	1,350	1,440	3,388	3,388	2,993
Sydone/Sonoma (trk.)	743	160	917	917	3,721
Typhoon/S15 Jimmy (trk.)	855	551	1,672	1,672	1,275
Safari (trk.)	1,100	1,184	2,674	2,674	2,635
Suburban (trk.)	496	292	880	880	374
Vandura (trk.)	625	661	1,642	1,642	241
Vandura (Can. trk.)	800	884	1,843	1,843	0
Total GMC	**6,719**	**5,824**	**14,664**	**14,664**	**14,933**
Total Saturn*	**2,948**	**2,948**	**7,076**	**7,076**	**1,680**
Total U.S. car	**53,495**	**34,883**	**98,324**	**98,324**	**110,857**
Total Can. car	**9,000**	**0**	**9,000**	**9,000**	**20,244**
Total U.S. truck	**19,252**	**13,421**	**37,215**	**37,215**	**47,592**
Total Can. truck	**7,250**	**7,613**	**17,745**	**17,745**	**10,881**
GENERAL MOTORS	**88,997**	**55,917**	**162,284**	**162,284**	**189,574**
Can. car	2,300	2,385	5,639	5,639	6,854
Can. trk.	1,400	1,475	3,465	3,465	3,095
CAMI*	**3,700**	**3,860**	**9,104**	**9,104**	**9,949**
DIAMOND-STAR*	**3,448**	**3,189**	**7,471**	**7,471**	**9,034**
Civic	1,980	1,859	4,517	4,517	4,156
Civic (Can.)	2,200	2,280	5,210	5,210	5,476
Accord	8,270	8,253	19,215	19,215	18,505
Total U.S. car	**10,250**	**10,112**	**23,732**	**23,732**	**22,661**
Total Can. car	**2,200**	**2,280**	**5,210**	**5,210**	**5,476**
HONDA	**12,450**	**12,392**	**28,942**	**28,942**	**28,137**
HYUNDAI Sonata (Can.)	**428**	**369**	**797**	**797**	**2,290**
MAZDA*	**2,239**	**2,317**	**5,262**	**5,262**	**8,439**
U.S. trk.	1,527	1,634	3,806	3,806	3,280
Can. trk.	129	167	350	350	331
NAVISTAR	**1,656**	**1,801**	**4,156**	**4,156**	**3,611**
Sentra	2,860	3,387	7,279	7,279	8,182
Pickup (trk.)	2,762	3,265	7,064	7,064	7,930
NISSAN	**5,622**	**6,652**	**14,343**	**14,343**	**16,112**
Geo Prizm	2,000	2,048	4,738	4,738	5,163
Toyota Corolla	2,300	2,473	5,618	5,618	5,125
Toyota Hilux (trk.)	450	479	1,075	1,075	0
NUMMI	**4,750**	**5,000**	**11,431**	**11,431**	**10,288**
Legacy	1,200	1,278	2,946	2,946	2,599
Pickup (trk.)	524	534	1,231	1,231	0
Rodeo (trk.)	876	972	2,233	2,233	0
Total U.S. car	**1,200**	**1,278**	**2,946**	**2,946**	**2,599**
Total U.S. trk.	**1,400**	**1,506**	**3,464**	**3,464**	**2,497**
SUBARU-ISUZU	**2,600**	**2,784**	**6,410**	**6,410**	**5,096**
Camry	5,420	4,645	11,924	11,924	11,847
Corolla (Can.)	1,500	1,574	3,074	3,074	3,471
TOYOTA	**6,920**	**6,219**	**14,998**	**14,998**	**15,318**
VOLVO 740, 940 (Can.)	**150**	**150**	**344**	**344**	**449**
AM GENERAL (trk.)	**375**	**375**	**900**	**900**	**1,250**
MISCELLANEOUS (trk.)**	**2,400**	**2,400**	**5,760**	**5,760**	**8,300**
Total U.S. car	**106,566**	**79,619**	**212,037**	**212,037**	**258,500**
Total Canada car	**23,962**	**8,758**	**32,448**	**32,448**	**46,857**
Total U.S.-Canada Car	**130,528**	**88,377**	**244,485**	**244,485**	**305,357**
Total U.S. truck	**63,995**	**39,532**	**117,779**	**117,779**	**134,223**
Total Canada truck	**21,461**	**19,435**	**48,997**	**48,997**	**31,614**
Total U.S.-Canada truck	**85,456**	**58,967**	**166,776**	**166,776**	**165,837**
TOTAL U.S.	**170,561**	**119,151**	**329,816**	**329,816**	**392,723**
TOTAL CANADA	**45,423**	**26,193**	**81,445**	**81,445**	**78,471**
TOTAL U.S.-CANADA CAR & TRUCK	**215,984**	**145,344**	**411,261**	**411,261**	**471,194**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Output up as plants reopen

ANNE E. WRIGHT
Chief Statistician

All U.S. car and truck assembly plants will be closed today in observance of Martin Luther King Jr. Day.

Last week's estimated U.S. car production rose 33.8 percent from the prior week when nine plants were idle, but it fell 4.0 percent below the year-ago week.

Estimated truck production in the United States was up 61.9 percent over the prior week when 14 plants were idle and also topped the year-ago week by 15.6 percent.

Year-to-date, car production in the United States is 212,037, trailing 1991's 258,500 by 18.0 percent.

So far this year, truck assembly in the United States is 117,779, down 12.3 percent from 134,223 in 1991.

U.S. and Canadian makers' daily build rate was 43,197 last week, an increase of 42.4 percent over 29,069 per day the prior week. In the year-ago week, the makers produced 40,138 vehicles per day.

U.S. carmakers split last week's production as follows: General Motors, 50.3 percent; Ford Motor Co., 18.3; Honda of America Manufacturing Inc., 9.6 percent; Toyota Motor Manufacturing U.S.A. Inc., 5.1 percent; New United Motor Manufacturing Inc., 4.0 percent; Chrysler Corp., 3.6 percent; Diamond-Star Motors Corp., 3.2 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.7 percent; Mazda Motor Manufacturing (USA) Corp., 2.1 percent and Subaru-Isuzu Automotive Inc., 1.1 percent.

In Canada, estimated car production last week was 23,962, more than triple that of the prior week as production resumed at GM and Ford assembly plants. Canada's car production also was up 5.2 percent over the year-ago week.

Truck production in Canada was estimated at 21,461 last week, an increase of 10.4 percent over the prior week and up 86.6 percent over the year-ago week.

Year-to-date car production in Canada is 32,448, down 30.8 percent from 46,857 in 1991.

Truck production in Canada so far this year is 48,997, up 55.0 percent over last year's 31,614.

GM scheduled overtime last Saturday at the Scarborough and Oshawa, Ontario, truck facilities.

This week, GM has idled the Bowling Green, Ky., and Lake Orion, Mich., car facilities and the Tarrytown, N.Y., truck plant due to slow sales and high inventories.

The company's Pontiac, Mich. (East), truck plant remains idle because of plant maintenance.

Chrysler scheduled overtime last Saturday at the Windsor, Ontario, minivan plant.

Chrysler has idled the Windsor, Ontario (Pillette Road), truck plant this week due to slow sales.

The sales slump also has idled Ford's St. Thomas, Ontario, car facility this week. The plant produces the Ford Crown Victoria and Mercury Grand Marquis. It will resume operations Jan. 27. The plant will begin to build police vehicles and taxis Feb. 4. AN